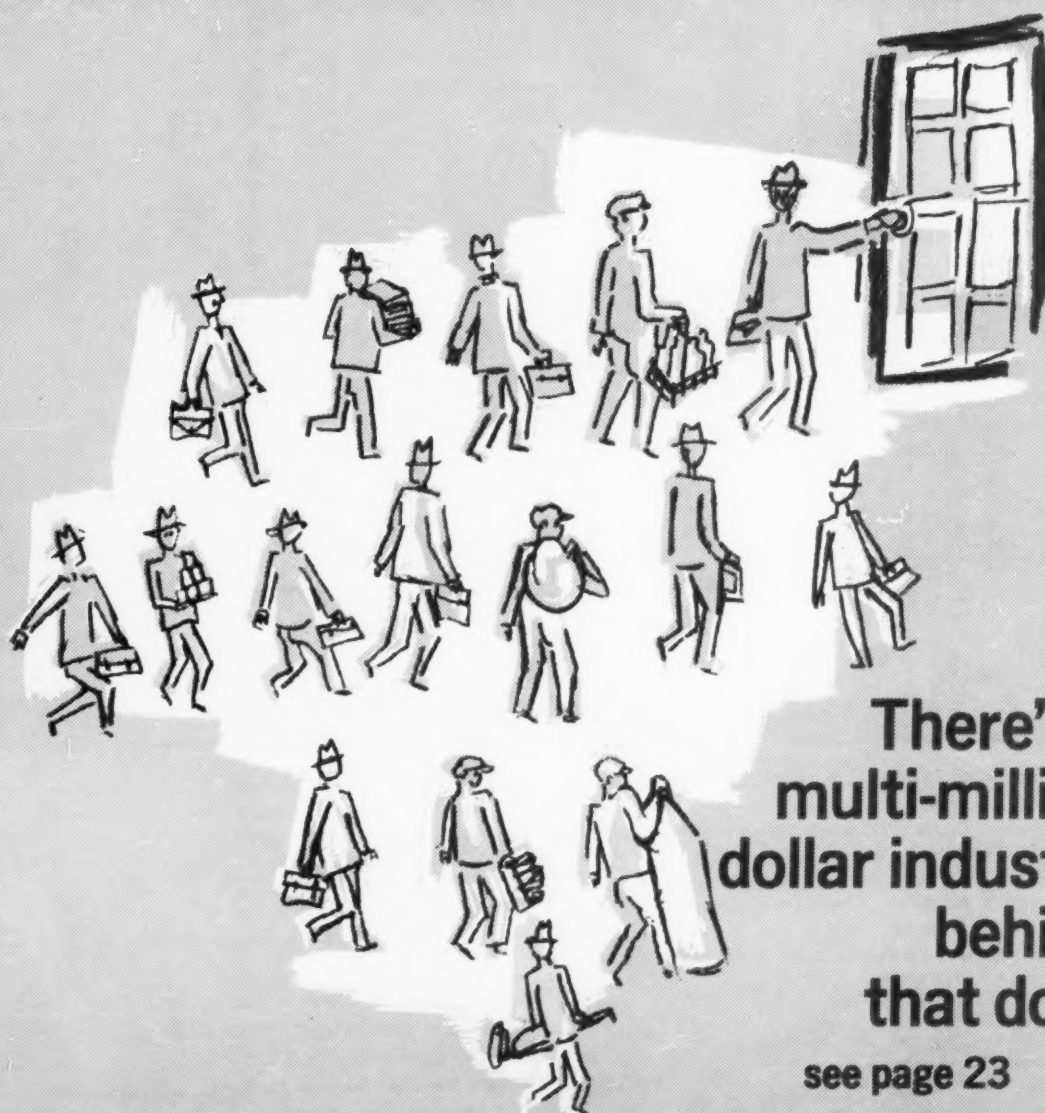


THE Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

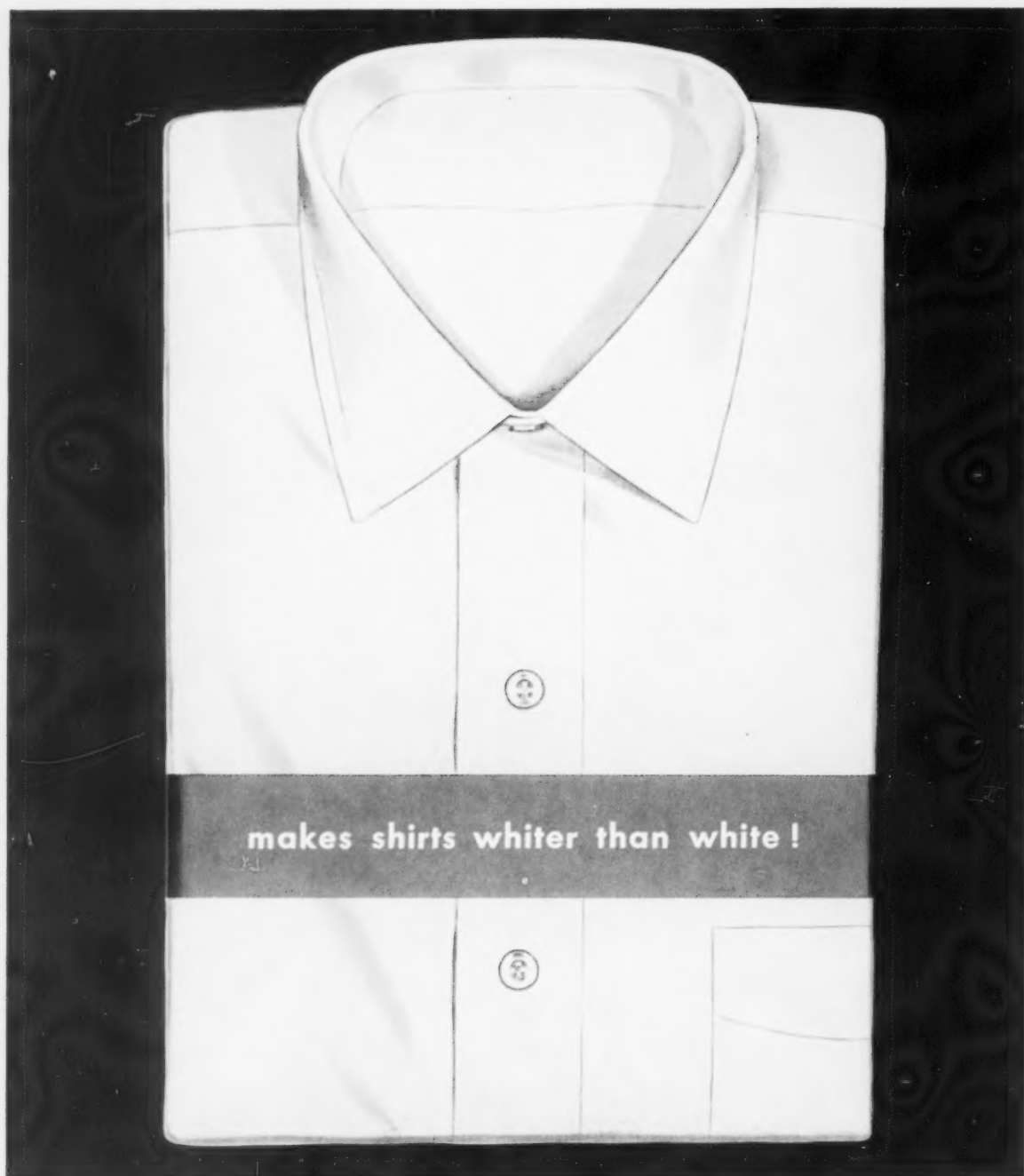
APRIL 1961

SERVING
PROFESSIONAL
LAUNDRY
MANAGEMENT



**There's a
multi-million
dollar industry
behind
that door**

see page 23



Whitegard® makes shirts whiter than white . . . because its unique formula utilizes the magic behavior of light to gain an extra reflective sparkle that outdazzles any ordinary white. However careful your selection of washroom supplies and formulas designed to get whites clean . . . and however good your whites may look now . . . they can't approach the added brightness they'll get from Whitegard. And Whitegard is deep-buffered: an extra ingredient provides

positive two-way action that adds brightness . . . plus fabric-protecting removal of graying, color-dulling film. ■ Whitegard works right across the spectrum, too . . . gives colors a new life, a new brilliance your customers have never seen before. Fully compatible with new FANTOM-FAST® marking inks. Economical and easy to use; dry-to-the-wheel, no mixing needed. Try Whitegard . . . you'll have the happiest customers ever!

*FANTOM-FAST is a trademark of the National Marking Machine Co.

PENNSALT CHEMICALS CORPORATION

Laundry and Dry Cleaning Dept.
East: Three Penn Center, Philadelphia 2, Pa.
West: 2700 S. Eastern Ave., Los Angeles 22, Calif.



*Only the C/L SLING RING System saves you
over \$2,000 per extractor conversion!*

C/L SLING RING®

Modernize your plant by installing time and money saving sling operation. But be sure you use the C/L SLING RING System! Unlike the costly extractor conversion jobs necessary with ordinary slings, your present unloading extractor can be converted to the C/L System in less than an hour! And only the C/L SLING RING System provides great extra economies by eliminating two costly operations. See the basic difference below!



1. The operator places the washed load in the canvas sling held in shape by the C/L pivoted balancing container. This is a far greater load—30% more—than extractor cans can hold.



2. The sling hooks have been attached to the SLING RING and the entire load is now being lifted by the hoist and will be deposited in the extractor—including the SLING RING itself!



3. The SLING RING now rests in position over the loaded sling in the extractor and is firmly, safely locked in place. The SLING RING itself acts as the inner cover of the extractor. The sling hooks have not been removed. The load is ready for extraction.



4. The extraction is finished. The hoist has been quickly re-attached to the SLING RING and the extracted load is being lifted from the extractor, ready for further processing or storage. No need to re-hook the sling to the ring because it never has been unhooked!

Two costly and time-consuming operations, common to ordinary slings, have been eliminated by the C/L System: (1) unhooking the individual sling hooks before extraction and (2) re-hooking them after extraction. From washer to final finishing or storage, the C/L SLING RING and loaded sling stay together!

SUMMARY OF C/L SLING RING System Benefits

- | | | |
|--|---|---|
| 1. Far lower conversion cost (Average savings: over \$2,000 per extractor) | 5. Far less extractor maintenance | 8. Better extraction quality, resulting in improved production in finishing area, ironers, tumblers and presses |
| 2. Less labor time throughout | 6. Recovery of floor space in washroom and finishing area | 9. Two costly operations eliminated! |
| 3. Bigger loads | 7. Less investment in equipment and trucks | 10. Safe, sure, simple! |
| 4. Less extractor running time—less electricity | | |

C/L SLING RINGS REQUIRE APPROXIMATELY THE SAME HEADROOM AS EXISTING EQUIPMENT

Let C/L convert your present extractors to SLING RING operation, or supply you with new or rebuilt extractors and all the other equipment needed for money saving SLING RING operation! C/L is your one source for SLING RINGS, Slings, Balancing Containers, and the engineering know-how to insure successful operation in your plant.



CUMMINGS-LANDAU

LAUNDRY MACHINERY CO., INC.

205-17 Ten Eyck St., Brooklyn, N.Y. • HYacinth 7-1616 • CABLE ADDRESS: CUMLAMAC



CREATIVE RESEARCH • QUALITY PRODUCTS • PROFESSIONAL SERVICE



HANDLE WITH CARE... HANDLE WITH HALOX

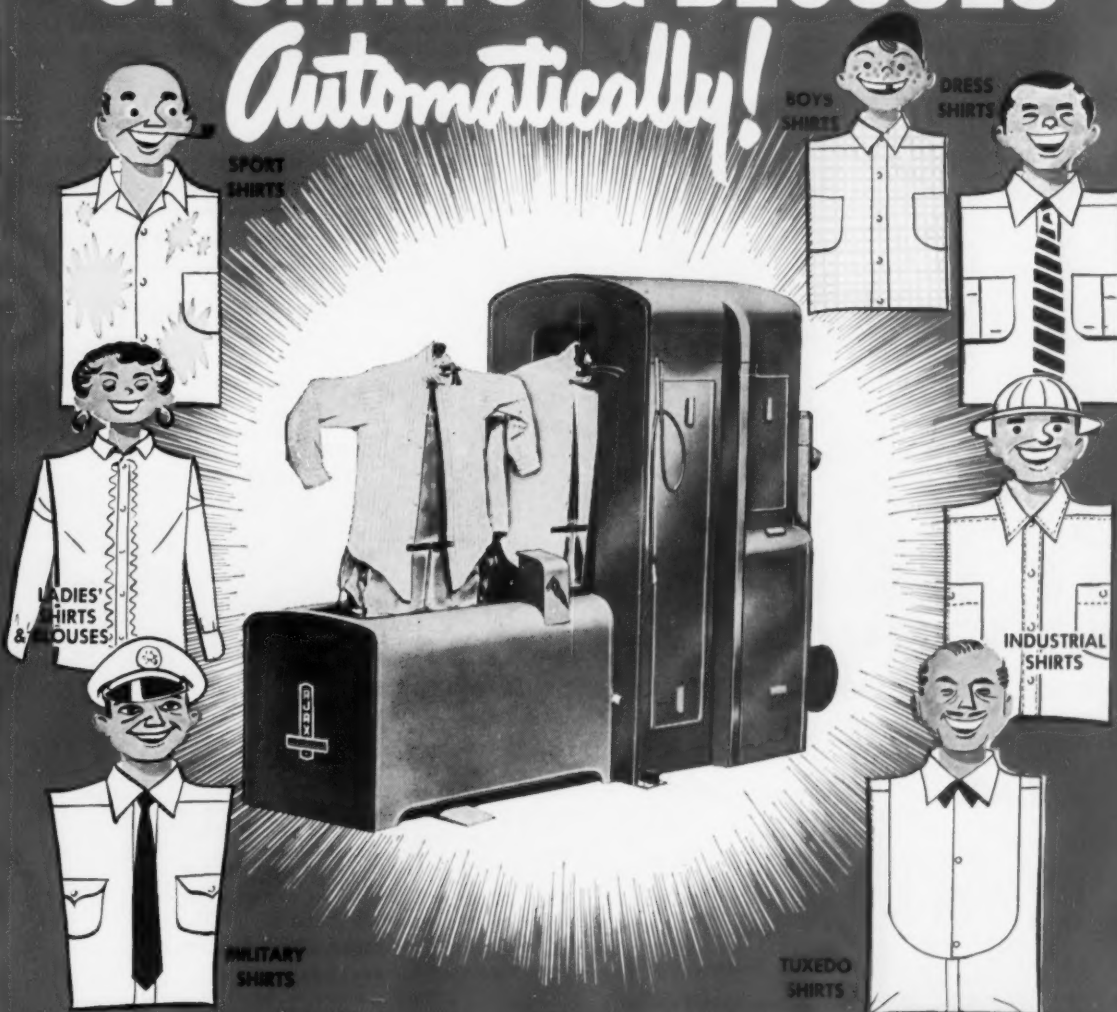
Clean, really white shirts are customer-pleasers every time. And that's what you get every time you use HALOX®, Wyandotte's *completely safe* organic dry bleach that removes more stains, even in high alkalinity. Its gradual chlorine release insures longer linen life; holds tensile strength loss to a minimum. For all the facts call your Wyandotte representative or distributor salesman.

Wyandotte Chemicals

J. B. FORD DIVISION

WYANDOTTE, MICHIGAN • LOS ANGELES, CALIFORNIA • ATLANTA, GEORGIA

and now AJAX...
 THE ONLY CABINET SHIRT UNIT THAT
FINISHES ALL TYPES
OF SHIRTS & BLOUSES
Automatically!



Prove it to Yourself...

at absolutely no risk or obligation.
 Address your inquiries to AJAX,
 Box 449, Salt Lake City, Utah, or
 contact your nearest AJAX
 representative.

AJAX new versatility makes it possible to
 increase your profits through . . . **FINER**
QUALITY — HIGHER PRODUCTION —
LESS FLOOR SPACE — LOWER
MAINTENANCE.

Since 1929 -- "The Leader in Design"

AJAX PRESSES

619 So. 5th West Salt Lake City, Utah

READER'S GUIDE

THE LAUNDRY JOURNAL

VOL. 68, NO. 4

APRIL, 1961

Founded in 1898 as Starchroom Laundry Journal



SALES MANAGEMENT: As laundry route operators we sometimes tend to forget the other businesses that found their fortunes and fame selling door-to-door 23



LJ PROFILE: Tom Rubeo, Royal Laundry, Mount Vernon, New York, reinvested his life's savings to make a comeback in the business after fire leveled his plant 30

Exclusive:	Routemen or Route Salesmen?	Victor D. Oakley	20	
Distribution:	Put Your Personality on Wheels	Henry Jennings	25	
Sales Trends:	How's Business?		28	
Production:	Think Big—It Pays Off	Tom O'Neill	32	
Engineering:	Evaporative Cooling Reviewed	Joseph C. McCabe	34	
Conventions:	Garden Staters Take Closer Look at Coin-Op Cleaning		42	
	Laundry Managers Ready Plans for 21st National Conference		46	
	Pelicans Have Full Bill		50	
	Nutmeggers Shunt Coin-Op Fears		50	
Departments:	New Products and Literature	6	Bellew Prints	60
	The Issue in Brief	14	Seen and Heard	62
	Editorial	16	Allied Trade News	68
	The Button Trap	22	News About People	73
	Fibers and Fabrics	33	Obituaries	75
	Have You Tried This?	38	Convention Calendar	75
	Association Activities	56	Advertisers in This Issue	79
			In the Wash	80

MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The Laundry Journal, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Changes of address should reach us one month in advance.

SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue: \$2.00

THE LAUNDRY JOURNAL, April 1961. Published monthly by Magazine Publishing Division, The Reuben H. Donnelley Corporation, Executive and Editorial Offices, 466 Lexington Avenue, New York 17, N. Y. Publication Office, 109 W. Chestnut Street, Lancaster, Pa. Volume 68, No. 4. Entire contents of this publication covered by general copyright 1961. The Reuben H. Donnelley Corp. All rights reserved. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



From the widest selection
of nylon nets
on the market

Gibraltar's BIG

ONLY GIBRALTAR NYLON NETS GIVE ALL THESE FEATURES!

- High-quality yarn and workmanship throughout
- All seams guaranteed never to open; sewn twice with bleach-resistant nylon thread
- Chrome-dyed colors: red, blue, green, gold, black, brown, violet, orange, white. Guaranteed never to fade or bleed
- All nets pre-shrunk and heat-set.

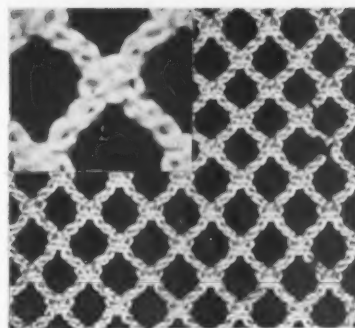
All Gibraltar nets are knitted, finished, dyed and sewn in our own plant

GIBRALTAR

FABRICS, INC.

254 — 36TH STREET, BROOKLYN 32, N. Y.

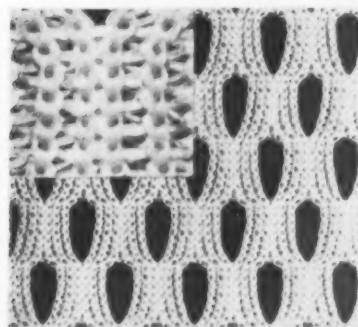
Gibraltar products are sold by leading distributors everywhere



GRANITE

it grows with the load

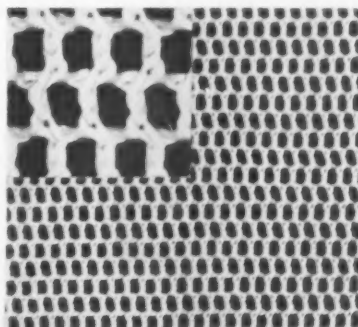
- five-bar construction
- 7½ lbs. per doz. 24x36 size
- 60% tire-cord nylon reinforced with 40% 260 denier
- open mesh
- lock knitted throughout
- white or solid colors



GOVERNOR

ultimate in bleach resistance

- three-bar body; five-bar top
- all 260 denier for bleach resistance
- open mesh
- lock knitted throughout
- white, solid colors, colored tops, colored stripes
- ideal for plants which overbleach nets



IRONSIDE

best in close-mesh nets

- two-bar, close-knit construction
- 6¼ lbs. per doz. 24x36 size
- run-resistant
- Granite top for fast, easy, permanent pinning

NEW products and literature

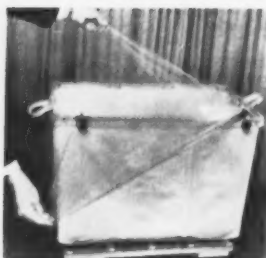
For further information or literature write the manufacturer on your business letterhead, mentioning THE LAUNDRY JOURNAL.



COIN-OP CARRIER

This new noncollapsible coin-op wash carrier can be pushed from either end, has rubber tires on all-swivel casters. Handles are covered with plastic sleeves to cushion damage to porcelain finishes on equipment. Basket is electrically welded with top wires swaged to prevent snagging.

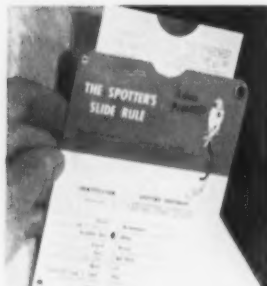
Bishop Freeman Co., 1600 Foster St., Evanston, Ill.



BUNDLE SEPARATOR

The patented Bulldog Bundle Separator is a rustproof frame with six separator sheets of moistureproof, heavy clear vinyl. Flipped over each bundle extracted from the washer, the sheets keep the wash uniformly damp overnight or weekend. Built to fit all size hampers and available in custom sizes.

X. S. Smith, Inc., Box 272, Red Bank, N. J.



SPOTTING RULE

The Spotter's Slide Rule indicates the correct spotting procedure and selection of commercial spotting agents for each stain. No trade names are used on the device, invented by Cort Antonson, former NID spotting instructor and analyst. It shows several methods of removing stains instead of one "cure-all."

Adco, Inc., 900 W. Main St., Sedalia, Mo.



PORTABLE PERC PUMP

This lightweight portable pump for transferring perc from storage to equipment is self-priming; has a 1/4 hp. motor, patented Remite Seal. Pump comes with handle and heavy-duty cord with built-in on-off switch.

Marlow Pumps, Division of Bell & Gossett Company, Midland Park, N. J.

UNIFORM CATALOG

Included in this new Angelica catalog are men's and women's uniforms of colorfast Monte Cloth, also smocks and vestees in various styles and fabrics. Copies sent on request.

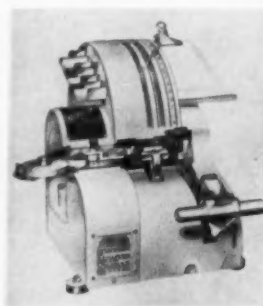
Angelica Uniform Company, 1427 Olive St., St. Louis, Mo.



CLEAN-ONLY MARKER

Tag-O-Lectric system for clean-only's is said to eliminate duplicate marking because the numbers must be advanced to keep the machine working. The device makes it possible to designate service wanted for each piece in an order: clean-and-steam, de luxe, clean-only.

Textile Marking Machine Co., Inc., 2204 Erie Blvd. E., Syracuse 1, N. Y.



TWO-WAY RADIO

General Electric Pacer, 15-watt lightweight two-way radio for laundry trucks, features a new microphone and built-in speaker. Control section contains a transistorized power supply.

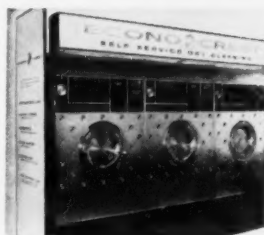
General Electric, Communications Products Department, Lynchburg, Va.



MULTI-FEATURE COIN-OP

Econo-Crest coin-operated drycleaner claims 27 special features, including controlled distillation which automatically adjusts to soil in the system; constant filtration, even when washer is not in use; automatic water separator; permanent lint filter.

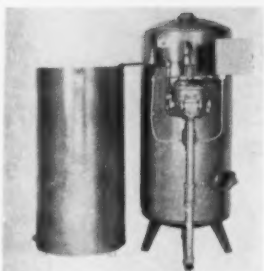
American Laundry Machinery Industries, Norwood Station, Cincinnati 12, Ohio.



COIN-LAUNDRY SOFTENER

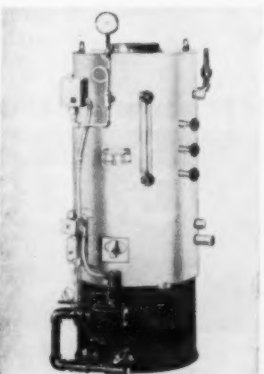
A new line of water softeners for coin-op laundries features over-sized inlet and outlet connections for a larger unrestricted flow of water. Tanks are heavy-gauge steel with plastic-lined brine tanks. Special distributor plate with insulated distributors and automatic backwash control are other features.

Kisco Boiler & Engineering Company, 2400 De Kalb St., St. Louis 4, Mo.



VERTICAL TUBE BOILERS

Steamaster Vertical Tube Boilers feature new Dynatherm burners for higher operating efficiency and new protective steel jackets to minimize heat



Continued on page 70

NORGE COIN-OP DRYCLEANING:

ONLY NORGE has the actual
experience in customer-proved and
profit-proved operations to tell
the coin-op drycleaning
story in

LIFE



Norge Laundry and Cleaning Villages like this are being opened throughout the U.S.A.

Welcome to the world's newest, fastest way
to do both family wash and drycleaning!

At a self-service Norge Laundry and Cleaning Village, you can now do your drycleaning
and a week's washing automatically... in one place in one hour... and save up to 75%.



Wash dresses in 15 minutes with
a special built-in 15 minute
spin in a big hot-dryer - dry
cleaned or in saving up to 75%.



Wash and wear! A drycleaning
load takes only 30 minutes, some
not others. Your garments are
dried in 15 minutes.



Laundry, too. Never! Norge
automatic washers and dryers let
you do your laundry and dry-
cleaning at the same time.

Self-service drycleaning is so fast and inexpensive
that everyone in your family can wear good woollens
and fine non-washable fabrics again-and keep them
beautifully new and clean.

Those marvelous Norge automatic drycleaners
have arrived - self-service machines you operate like
an automatic washer. In only 30 minutes, a load is
clean, dry, and ready to wear.

Folds and creases stay put. Most garments can be
worn immediately. Some take a little touch-up with
a steam iron. There is no "cleaning odor."

The cost is about one-fourth of usual drycleaning
costs.

Never before was it so economical, so fast, and so
much fun to do all your cleaning and laundry!

NORGE

Norge Coin-Op Sales is a division
of Norge Coin-Op Sales, Inc., a subsidiary of
Norge Coin-Op Sales, Inc.



IN FULL COLOR, this
Norge advertisement in
behalf of Norge Laundry
and Cleaning Villages
across the U.S.A., ap-
pears in the May 19 is-
sue of LIFE magazine.

**WHY PASS UP
PROFITS
YOU COULD
BE MAKING
RIGHT NOW?**

**SEE FOLLOWING
2 PAGES**



FIRST TODAY...ACROSS THE U.S.A. **NORGE CAN PUT YOU IN THE COIN-OP DRY**



JOLIET, ILLINOIS
Norge Laundry & Cleaning Village

ALBION, MICH.
Jackson Coin Laundry

POMPTON PLAINS, NEW JERSEY
Norge Dry Cleaning Village

INDIANAPOLIS, INDIANA
Best Grand Cleaning & Laundry Village

COLUMBUS, INDIANA
Benzol Cleaning & Laundry Village

ARVADA (Denver), Colo.
Gigantic Cleaning and Laundry Village

Customer-Proved—Profit-Proved—in more than 300 operating locations across the nation

Norge Laundry and Cleaning Villages from coast to coast are today speedily returning their owners' investments. ☆Dozens of new Norge Laundry and Cleaning Villages are being opened every week. ☆Right now, Norge can deliver everything you need to get started immediately in this fast-growing new consumer service. ☆There is no need for you to pay the penalty of waiting, or of missing out on the best location in your area. ☆First in experi-

ence in coin-op drycleaning, Norge can give you actual operating facts you want to know. ☆Whatever your immediate plans, it will pay you to know all the facts about the Norge Laundry and Cleaning Village. Ask us for them today!

**Norge Commercial Sales, Dept. A6
P. O. Box 767, Hinsdale, Illinois
Telephone Chicago WHitehall 4-0700**

FAST-GROWING CLEANING BUSINESS RIGHT NOW

LOMBARD, ILL.
Budget Laundry and
Cleaning Village



E. GREENBUSH, N. Y.
Fashion-Care Cleaning
and Laundry Village



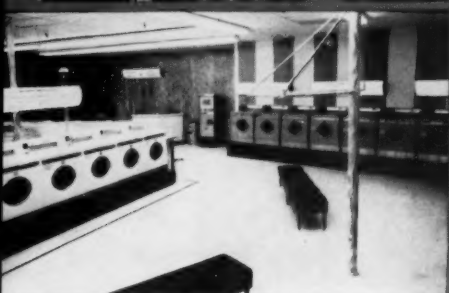
WILMINGTON, DEL.
Webb's Laundry and
Cleaning Village



EFFINGHAM, ILL.
Holmes Laundry and
Cleaners



QUINCY, MASS.
Massachusetts
Laudercenter Corp.



**LAKE OSWEGO,
OREGON**
Norge Laundry &
Cleaning Village



Norge Sales Corp. is a subsidiary of Borg-Warner Corporation ©Borg-Warner Corporation, 1961



WORLD'S LARGEST MANUFACTURER OF COMMERCIAL COIN-OPERATED DRYCLEANING EQUIPMENT

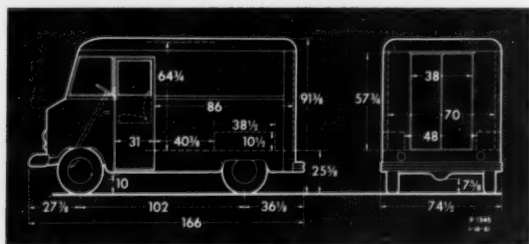


Strong corrugated steel cargo floor gives lasting support to roomy load compartment. ▼

Engine access door makes engine servicing easy; serves as parcel tray when closed. ▼



JUST RIGHT TO MAKE YOUR PROFITS JUMP! Here's a brand-new multi-stop hauler from Chevrolet—a brand-new way to clamp down on rising delivery costs! With its "just-right" size, reserve of economical power, rugged build and velvet-smooth ride, the Step-Van 7 offers profit-producing *efficiency* no other truck in this class can match. Here are 211 cubic feet of load space, astride an easy-handling 102-inch wheelbase, powered by the famous, gas-saving 135-h.p. Thriftmaster 6 engine. This ideal combination of cargo space, power, agility and thrift is teamed with Chevrolet's road-smoothing Independent Front Suspension—an advancement that saves truck wear, reduces maintenance, cargo damage and driver fatigue. Check the dimensions in the drawing below. Then scan the features listed below. Just see if this one doesn't promise something *big* in the profit column on that job of yours!



EXTRA POWER! Famous Chevrolet Thriftmaster 6 engine provides power aplenty for passing, thrifty performance at near-idle door-to-door speeds • High 8.25:1 compression ratio squeezes extra miles from every drop of regular gasoline • Positive engine ventilation (standard) protects engine from harmful vapor build-up caused by prolonged idling • Forged-steel crankshaft, aluminized exhaust valves, oil-bath air cleaner, precision bearings and all-weather electrical system help keep maintenance costs low.

SMOOTH RIDE! Chevrolet Independent Front Suspension that beats truck-busting bumps, reduces truck wear, maintenance expense, cargo damage and driver fatigue to new lows • Tough friction-free torsion springs cushion the ride ideally • Rigid control arms guide the wheels in precisely engineered paths, minimize misalignments by big bumps • Job-matched shock absorbers assure maximum ride control • Independently suspended front wheels "walk" over bumps individually; there's no rigid I-beam connecting them.



1961 CHEVROLET STURDI-BILT TRUCKS

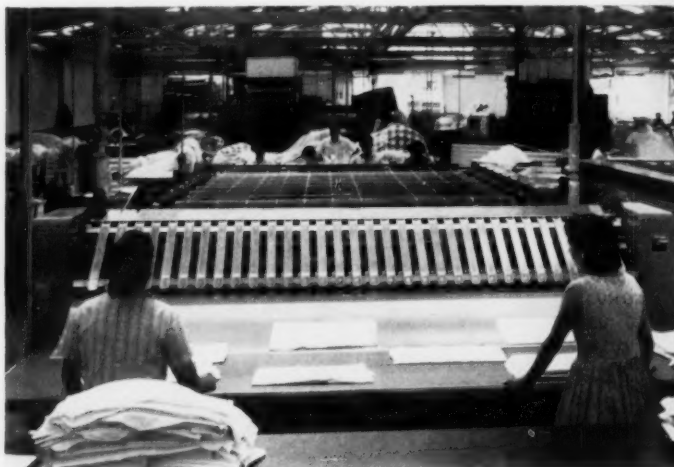


SAVE LABOR

**INCREASE
FLATWORK
PRODUCTION**

**WITH
TRUMATIC[®]
FOLDERS**

This Type 4EF TRUMATIC Folder saved 60 hours of labor per week and boosted flatwork production 25% at Mission Linen Supply, Santa Barbara, Calif. Photo shows four lanes of flatwork being folded. The Type 4EF TRUMATIC Folder can also be operated as a two-lane or single-lane Folder.



**FOLESTAK[®]
FOLDER-STACKERS**

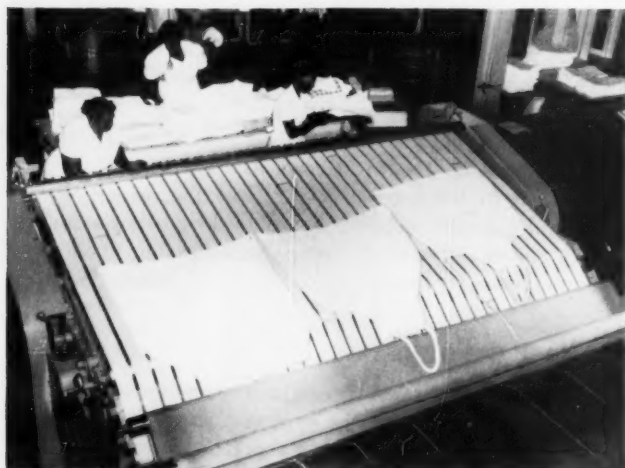
SAVE LABOR

**INCREASE
FLATWORK
PRODUCTION**



Costs were reduced \$50 per week and production went up 21% after Anderson Laundry & Dry Cleaning Co., Anderson, Ind., installed their FOLESTAK Folder-Stacker, shown folding one lane of table tops and stacking two lanes of pillow cases. Manager D. H. Ballinger also reports a saving in labor plus better and more uniform quality folding.

Versatility of this Type 4UF-BA TRUMATIC Folder has been a big factor in reducing costs, increasing production and producing better quality work at Clean Linen Service, Gulfport, Miss., General Manager S. L. Holdaway reports. Here the TRUMATIC is shown folding three lanes of bib aprons.



THE TRUMATIC FOLDER

Automatically folds every type and size piece of flatwork just as fast as it is ironed. This means fewer people are needed at the receiving end of the ironer. Also, your ironer can work *at top speed all day long*.

Nine different type TRUMATIC Folders are available, offering unusual flexibility to fit every application—even for folding bib aprons. You can have up to five folding lanes—working independently, in various combinations, or all together as a single full-width lane. Work can also be bypassed in any or all lanes without folding.



This FOLESTAK Folder-Stacker enabled Victor Linen & Towel Service, St. Louis, Mo., to cut costs and increase weekly production 25%, writes B. O. Kearns, a partner in the firm. Here the FOLESTAK Folder-Stacker is stacking four lanes of towels.

THE FOLESTAK FOLDER-STACKER

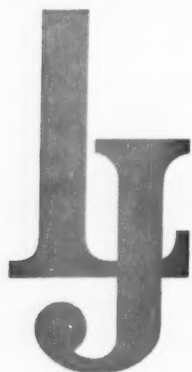
Provides both single and multi-ironer plants with a fantastic variety of operations for all types of flatwork, including bib aprons. A choice of seven different types for folding, stacking or bypassing—large, medium and small pieces—individually or simultaneously, in numerous combinations of lanes and widths. The three different operations are controlled at the touch of simple Selector Switches. Highest ironing speeds are always maintained.

See for yourself how a TRUMATIC Folder or FOLESTAK Folder-Stacker will boost production, cut labor costs and improve quality of service in *your* plant. For all the facts, call your nearby American representative, or write for illustrated catalog, AD 759-302 on the TRUMATIC Folder; catalog AD 759-602 on the FOLESTAK Folder-Stacker.

You get more from

American





The issue in brief

Routemen or salesmen?

After hearing the Armour Research Foundation's report on laundry distribution practices at the AIL convention in Philadelphia, we spotted management sales consultant Victor Oakley in the audience. We approached him and asked for his views on route operations. This article is his reply.

Direct selling

Here's your chance to learn how the Fuller Brush man, the milkman and the cosmetics people feel about the multimillion-dollar market in door-to-door selling. Top executives from leading direct sales companies appeared on the New Jersey Institute's recent program and let their hair down.

For laundry managers

Institutional plant operators will be interested in the tentative program which is being arranged for NAILM's forthcoming twenty-first annual conference, to take place at the Deauville Hotel, Miami Beach, Florida, May 3 through 7./ Morris Friedman's unusual conveyor for feeding linens to flat-work feeders at Michael Reese Hospital, Chicago./ A report on press production as discussed at a recent Metropolitan Institutional Laundry Managers' meeting in New York City./ Lou Bellew's gadgets and gimmicks in "Bellew Prints," etc.

Royal Road revisited

Up until a year ago, this Mount Vernon, New York, plant was on the royal road to success. Then it burned to the ground. Learn why the owner of Royal Laundry decided to get back into business again and what his experience taught him about equipment replacement and insurance protection.

Fleet maintenance

Transportation expert Henry Jennings believes truck appearance is one of the most neglected phases of fleet operation and outlines a practical way to do something about it.

Production management

The management of Stinson's Laundry, Chicago, is glad it planned for the future when it added a much larger cleaning department to its operation than it originally thought it needed. The plant has increased its business from \$200 a week to \$2,000 without the usual growing pains.

Executive aids

Ted Pollock presents some valuable suggestions on how to sell an idea, what to do when you are tempted to procrastinate, and how to save some money by checking your handwriting.

Evaporative cooling

The engineering article this month compares the direct evaporative cooling process with the two-stage system using a cooling tower. It's not too early to start thinking about rising temperatures; summer's around the corner.

Convention coverage

LJ notes plantowners' views on coin-op drycleaning changing at New Jersey and at Connecticut Launderers and Cleaners conventions./ We also join the Pelicans in New Orleans.

Here's Help Across the "NEW FRONTIER"

A Little Apple Polishing

By Poke

Some people think I'm an old grouch because I'm always carping and harping on the fact that some members of the laundry industry drag their feet on modernization. They say I ain't fair to a really progressive industry.

If anything I've said is subject to that kind of interpretation, I'll admit my guilt. It ain't fair. I want to go on record right here in saying that from my observation, laundrymen, as a whole, are doing a wonderful job in modernizing their equipment and operations.

I don't make as many trips out into the field as I used to, but when I do have occasion to make calls, I'm amazed and delighted to see so much new labor saving equipment, so much alertness and attention to detail, and so much eagerness among operators to learn new and better ways of doing things.

This is not only true in plant operation but in service and public relations in the front office. I think that laundrymen are to be congratulated and commended for the many improvements they have made in the quality of laundering and in the little things that tend to make people want to deal with them. Machinery helps, but nothing takes the place of the human machine in public relations. There must be a will to give quality service and a genuine pleasure in doing it. I do not think that any other industry dealing with the public has shown so much progressiveness in recent years, or such an appreciation of the value of public good will. It's very heartening to an oldtimer who has spent so many gratifying, and I might say, profitable years in the laundry field. If my carping and harping along this line have played some small part in bringing about improvements in laundry operations, I am gratified and humbly proud about that, too.

Perhaps my cheerful attitude as I write this March morning is partly attributable to the fact that I have just been looking over the records of sales of SAGER SPREADERS. How they have grown during the past five years! And still growing. Keep it up. We are crowded on deliveries, but shoot in your orders—we'll manage to handle the increase, as we have been doing.

M. A. (Poke) Pocock



M. A. Pocock

★ Cut Flatwork Costs ★ Speed Up Production with a SAGER SPREADER

★ More Sheets with Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

★ Reduces Labor Turnover

No more back-breaking lifting and nerve-racking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the

names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines.

Read What These Users Say



A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

A West Coast Laundryowner Writes:

"Our spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

State _____

Print your name _____

EDITORIAL



Welcome back, Bill

We are delighted to announce that Bill Palmer is back with our organization again as editor of *The National Cleaner*.

Bill needs no introduction. He won his spurs as editor of the book several years ago and then went out to satisfy an itchy foot as a traveling free lance writer for no less than 15 industries. He's a thorough craftsman who digs out all the facts and weighs their implications for today and tomorrow. (Believe it or not, he was writing about self-service drycleaning ten years ago!) Bill knows the industry and the industry knows him. On top of that, he's a heck of a nice guy and we look forward to working with him again.

Coin-op cleaning reappraised

There's been a noticeable difference in the industry's attitude towards coin-op drycleaning lately which should prove quite interesting and rewarding. Now that the fanfare has subsided somewhat and plantowners' fears of the coin-op dragon have been allayed, there's a strong possibility that progress will be made to the mutual advantage of all parties concerned. It will take time and much more research, but the industry is ripe for a change.

It seems to us that the success of coin-op drycleaning was predicated on the tremendous acceptance given coin-op laundries. Too many forgot or disregarded the fact that these are two separate and distinct industries.

There was not enough research done, and panicky plantowners, who did not want to be left behind, didn't help matters by pressing pioneer developers to release information before it had accumulated. This is evident, for example, in that the base rate per load has advanced from 75 cents to a dollar, to \$1.50 and now \$2.00 within the past year.

Other manufacturers mistook plantowner interest for market potential and began high-pressure promotion to get their share as the home appliance market dwindled.

Be that as it may, the idea hasn't taken hold as fast as was expected. But the one thing coin-op cleaners (and the "clean-and-steam" boys) have shown is that there is some sort of a market out there for a "secondary" service—which might be developed further with consumer education.

The market, at this stage, isn't particularly impressive, but it could assume greater significance with the extension of the Federal minimum wage law which will inevitably result in higher prices and subsequently less frequent usage of regular drycleaning services.

A number of plantowners believe something will have to be done to expand their services to retain budget-conscious patrons. If it's attractive enough, it may even increase cleaning frequency.

Coin-op drycleaning may hold one solution to this impending problem. In any event, it is still a development that warrants further exploration and an open mind.

Edward B. Wintersteen

Executive Manager

Henry Mozdzer, Editor

Lou Bellew, West Coast Editor

Gerald Whitman, Associate Editor

Harry Yeates, Associate Editor

Galina Terr, Managing Editor

Rollin Nelson, Presentation Editor

Joseph C. McCabe,

Engineering Editor

Louise Mazza, Editorial Assistant

John Mileham, Division Controller

Thomas J. Hanly, Business Manager

Frank L. Mack, Circulation Manager

Walter H. Fredricks, Promotion and Research Manager

Catherine A. Carroll,
Production Manager

Richard M. Copeland,

General Advertising Manager

Edward W. Korbel,

Advertising Director

Kenneth R. Harris,

Midwestern Advertising Manager

Joseph M. Boniecki,

Midwestern Representative

Hugh Hollyday,

Los Angeles Representative

Dave Zander,

Los Angeles Representative

William Smith,

San Francisco Representative

VOLUME 68, NO. 4.

Published monthly by the Magazine Publishing Division, The Reuben H. Donnelley Corporation, 466 Lexington Avenue, New York 17, N. Y.

Curtiss E. Frank, Chairman of the Board; Hamilton B. Mitchell, President; Edward A. O'Rourke, Vice-President; Fred C. Ash, Secretary-Treasurer and General Counsel; Karl G. Clement, Controller.

New York Executive, Editorial and Advertising Offices, 466 Lexington Ave., New York 17, N. Y. Telephone: ORegon 9-4000.

Chicago Editorial and Advertising Offices, 59 East Van Buren Street, Chicago 5, Illinois. Telephone: WAbash 2-7738.

West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

West Coast Advertising Representatives: Smith & Hollyday, 22 Battery Street, San Francisco 11, California. Telephone: YUkon 1-1299, and 5478 Wilshire Boulevard, Los Angeles 36, California. Telephone: WEbster 8-0111.

Timely tips from WILSON... the house of stain removal specialists



To remove unsightly
silver nitrate
stains use...

ExGo®

It's easy as ABC to remove stains from X-ray and photo-developer fluid, argyrol, other silver nitrate-base preparations and iodine with ExGo. It's as easy to use as rust remover—just apply a few drops to the stain and watch it disappear. Safe to colors and fabrics.

Now's the time to check up on your stain removal supplies. Why not call your jobber today for

- ☐ ColorGo
- ☐ ExGo
- ☐ InkGo
- ☐ YellowGo
- ☐ TarGo
- ☐ RustGo

A. L. WILSON CHEMICAL CO., Kearny, N. J.



To whiten yellowed
"wash and wear"
cottons use...

ColorGo®

When cottons treated with chlorine-retentive finishes turn yellow in the wash or in the tumbler, just dip them in a ColorGo bath. Only 1 ounce of ColorGo to a gallon of water will completely remove the yellow... and it will also neutralize the chlorine to prevent further tensile strength loss.



To remove mildew,
scorch, other
"problem" stains use...

InkGo®

When you run across a stain that doesn't respond to other treatment, odds are that InkGo will take it out. In addition to mildew and scorch you'll find InkGo invaluable for removing blood, wine, fruit, coffee, tea and oxidizable dye stains as well as the troublesome "last half" of ink and lipstick stains. Can be used as a spotter or a bath, or in washwheel (monel or stainless).

"Stain Removers are our only business"

GREATER BACKED BROADER



P-100—Here is the ultimate in operating economy for stop-go, light-load deliveries. Standard 223 Six engine may be equipped with economy carburetor for added fuel savings. Maximum GVW is 5,000 lb. Available with 96- or 102-inch wheelbase for bodies with 6- to 9-foot loadspace length.

DURABILITY BY A WARRANTY

...IN A BIGGER CHOICE OF
WALK-IN DELIVERY MODELS!

The new extended warranty for all 1961 Ford Trucks is positive evidence of the greater durability you get from Ford. Each part, except tires and tubes, is now warranted by your dealer against defects in material or workmanship for 12 months or 12,000 miles, whichever comes first. The warranty does not apply, of course, to normal maintenance service or to the replacement in normal maintenance of parts such as filters, spark plugs, and ignition points.

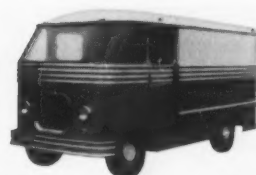
You get a bigger choice of walk-in delivery trucks with Ford's complete range of P-Series (forward control) and F-Series (conventional) chassis. More custom-built delivery bodies are installed on these Ford models than on any other make!

Where maximum loadspace in minimum truck length is important, you can't beat Ford's 1961 Parcel Delivery Series. The new P-100 stripped-chassis is excellent for lightweight, bulky, stop-go loads. For longer routes and heavier payloads, the larger P-350, 400, 500 and 600 stripped-chassis or windshield-front-end models are recommended.

Where minimum price is more important than short overall length, Ford F-Series chassis-cowl or chassis-windshield models are best! They permit easy, low-cost mounting of the exact body to fit your needs.

In either series, you get a sturdy truck-type suspension system with I-Beam front axle for simplified maintenance and up to twice the front tire life obtained with car-type suspensions. There is a choice of two economical engines—the standard 223 Six or, for heavier loads, the more powerful 292 V-8. Numerous chassis options such as automatic transmissions, high-capacity springs and heavy-duty batteries and generators help you tailor these models to your job.

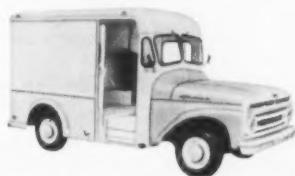
The bodies illustrated represent but a few of many you can get on a Ford chassis. Your Ford Dealer will gladly work with any equipment manufacturer to provide the complete unit that best suits your door-to-door delivery needs.



P-350—Any special body with 7 to 11½ feet of loadspace length may be easily installed on this series. Maximum GVW 8,000 lb. Available with 104- or 122-inch wheelbase.



P-400—A popular unit for bigger routes. Maximum GVW is 10,000 lb. 137-inch wheelbase accommodates 11- to 13-foot bodies. Larger series up to 18,500-lb. GVW available for heavier loads and longer bodies.



F-100—Ford's ½-ton chassis-cowl keeps initial costs at rock-bottom low. 114-inch wheelbase for bodies with 5½- to 6½-foot loadspace length. Maximum GVW is 5,000 lb.



F-350—Ford's 1-ton chassis-cowl has 132-inch wheelbase (101.7-inch cowl-to-axle dimension) for bodies with up to 9-foot loadspace length. Maximum GVW is 9,800 lb. Available with single or dual rear tires.

FORD TRUCKS COST LESS

SEE YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" FOR PROOF!



FORD DIVISION, *Ford Motor Company*,



asks which will it be . . .

ROUTEMEN OR ROUTE SALESMEN?



In theory, routemen have always been expected to spend part of their time getting new customers. In practice, however, the selling function in the job has been misunderstood and, consequently, neglected.

by VICTOR D. OAKLEY *Victor D. Oakley & Associates Chicago, Illinois*

In the space of ten years Victor Oakley has earned an international reputation as an outstanding authority on laundry and drycleaning sales management. He is generally credited with having introduced the prepared or "canned" sales talk to the field.

Before entering the industry, his formal training in the humanities, psychology and management led to his becoming public relations director of the Quartermaster's Food and Container Institute for the Armed Forces. Later he served as Illinois state director of Veterans' Educational and Vocational counseling service.

During his tenure as representative for an allied trades firm, he worked with literally thousands of route salesmen in practically every state in the Union and held hundreds of sales meetings. His training program was subsequently put on seven long-playing records which are still in use in plants all over the country.

Three years ago he established his own consulting firm and developed a comprehensive sales training program which has been adopted by the Laundry Board of Trade of Philadelphia and, more recently, by the New Jersey Laundry and Cleaning Institute.

Last year, he toured Australia at the invitation of launderers and cleaners Down Under.

Mr. Oakley has studied route operations exhaustively even to the point of giving psychological tests to hundreds of route salesmen. We are sure you will find his comments and observations most interesting.

THERE ARE THOSE today who are recommending a drastic operation to separate the two route activities—selling and servicing—on the basis that they are incompatible.

Those who advocate the separation argue that men who have the qualifications to do a good selling job do not have the patience to do a good job of servicing. And, conversely, those who have the talent and personality for servicing will shy away from sales development activities requiring creativity, ingenuity and resourcefulness.

The dreary part of this argument is that the idea caters to a long-cherished hope of most laundrymen. They have been desperately wishing for someone to come up with an idea that would release them from the "clutches" of their routemen; some way to get new business other than through the selling efforts of these men. It indicates a lack of understanding of the men and their jobs.

Misunderstood men

An industry that has a group of men directly responsible for \$1.5 billion or more of its sales volume should be deeply concerned about them, their welfare, their morale and their future. Unfortunately, laundry and drycleaning routemen are perhaps the most

maligned and most misunderstood group in the industry. They have been called lazy, uncooperative, dishonest, uncouth, etc.

The laundry and drycleaning operator who has built a successful route organization, however, will refute this dim view and proceed to prove it wrong from his own experience.

Having worked closely with laundry and drycleaning route salesmen, I find them to be representative of an average cross-section of American manhood. For the most part, they are sincere, honest, hard-working family men who are willing to put in a fair day's work in exchange for a fair day's pay.

I have witnessed them render services, show consideration for their customers—and often take abuses in the bargain—that the boss would take pride in if he knew about it.

For the most part, men who have been on the job several years give an excellent account of themselves when it comes to looking after their customers and doing little things for them beyond the call of duty, cheerfully and willingly. *I have psychologically measured hundreds of them and find that routemen rate seven percentile above the average American adult male in this respect. They like to do things for other people.*

Misunderstood job

It has been standard practice in most industries and businesses to have salesmen serve the double function of customer development (sales) and customer maintenance (service). The laundry and drycleaning industry is no exception to this.

In theory, the routemen have been expected to spend part of their time in getting new customers. In practice, however, the selling function of the job has been misunderstood and, consequently, neglected. With very few exceptions, the job description of the laundry routeman makes no mention whatever of his sales responsibility.

Routemen are hired to "run" established routes. They are trained—when they receive any training at all—to perform the functions of customer service. *Selling, soliciting, prospecting* are words spoken softly or not at all. *Yet the best routeman in the world can service his customers to their complete satisfaction and still destroy the route unless he is continually adding new customers. It has been estimated that a route with \$1,000 a week average will last less than four years if new customers are not sought on a regular day-to-day basis.*

The laundry and drycleaning industry cannot get along without prospecting and solicitation. But it is one of the few industries that does not, as a standard policy, require its people to sell, solicit and prospect.

The art of selling

Admittedly, the two functions of sales and service are poles apart. In servicing an account the man calls on a customer he knows and who, in turn, knows him. He is treated with respect and is accepted. His probabilities of achieving the goal are great even with modest effort.

On the other hand, in customer development (selling), a man is put into an unfriendly atmosphere where rebuffs and discourtesy prevail, where he is given little or no recognition or status. To top it off, the probabilities of his achieving his objective are small even with the expenditure of considerable effort. BUT this is exactly the situation the salesman often faces when he is calling on prospects.

Anyone who has the idea that a salesman's lot is an easy one is unfamiliar with the facts. An ordinary

salesman will have, on the average, four failures for every success; that is, he will be rejected four times for every time he is accepted.

A supersalesman will get one, or a little better, out of every three he tries to sell. A good salesman will come somewhere between the two. In any event, a *salesman—regardless of how adept he may be—will always have more failures than successes.*

It takes stamina, courage and fortitude to be a salesman. The job is a rigorous one. And that is exactly why the salesmen of America belong to the highest paid group in the land. There are, according to the Department of Commerce, more salespeople earning above \$5,000 annually than in any other profession—three times as many as among lawyers, the second most prosperous group.

Usually, the routeman's job pays more than any in the area requiring comparable skill and practice. Why? Because the job is broad in scope and demands much. Its rewards, however, are commensurate with its requirements. If the job were watered down, its earnings would also be diluted.

Oakley's Solicitation Program

1. Set call standards—either 20 calls per week or 15 to 30 minutes daily.
2. Use a prepared sales talk.
3. Require daily report of results.
4. Use names for follow-up.
5. Spot-check reports.

Planned solicitation—a must

Is there another practical way of maintaining and building a route, other than through the routeman?

There are other ways, of course, but the word "practical" limits the answer considerably.

Solicitors can be put in the field from time to time, but as a steady program solicitation has not proven itself. High-powered salespeople are not satisfactory in our industry. They tend to exaggerate, to make unsupportable claims, to impose themselves in ways that are not conducive to building a lasting customer relation-

ship. Professional solicitors or "hot shot" salespeople are not good in selling a continuing service such as laundry and drycleaning.

Furthermore, it has been found that customers often resent having a second party come to serve them after they had agreed to the service by a first party. It is better to have the same one service the account who sold it.

• Advertising alone, in whatever form, will not do the job, either; personal salesmanship must follow up the advertising for it to be effective.

• Open house programs—well planned and executed as they must be—can only be an adjunct to an overall promotional program and not the sole means of obtaining new customers. The exceptions to this rule contain circumstances so highly specialized and individualized as to have little meaning in a universal program.

In ten years of studying the problems in selling laundry and drycleaning, I am convinced that there is no universal practical way of maintaining and supporting a route other than for the routeman himself to solicit on a planned day-to-day basis. There are many exceptions to this rule, too, but every one of them is unique within itself and will not bear duplication in other areas with equal success.

Let routemen sell

I am satisfied that the type of man generally found in the routeman's job is the man best suited for it. He is, for the most part, a man who wears well with his customers. He is friendly without being familiar; considerate without being patronizing and, in many respects, shy. He is particularly timid when in the presence of a stranger or in an atmosphere of indifference or antagonism toward his company or the service he represents.

In short, he is most suitable for the function of customer maintenance.

What then do we do about the other important function in his job—customer development? Can the service man be trained to sell? Is there a method he can use effectively?

A practical solution

A technique, a method, a procedure is of no value to a second party unless it can be duplicated—unless it has some universality of application.

It was with this thought in mind

THE button trap

POCKET SAVER: Modern Diaper Service of Cincinnati provides each of its service men with an oversized clasp-type coin purse. It keeps collection moneys safe and makes for an interesting conversation piece with the ladies.

AUSTERITY: A society note in the British press concluded on this cool note—"The bride and bridegroom left for the honeymoon, the bride traveling in a beach suit with black accessories."

FABRIC FETISH: NID's chief analyst, Clay Hardin, tells about a finicky customer with a very delicate fabric who wanted it drycleaned in a very mild solution, and only on one side. Because she believed "cleaning both sides might make it feel stiff—or something."

BAR-GAINS: Crystal Laundry & Dry-cleaners, Manchester, New Hampshire, recently used this line on its changeable sign—"Bring your suits to us; not to a lawyer."

HALVE BACK: Down in Brunswick, Georgia, a coin-op customer drained one laundryman's coin-changer of \$70 worth of quarters by tying a string to a 50-cent piece.

HUSH HUSH: The British Foreign Office had some explaining to do when a London laundry complained that one of its customers was getting his shirts delivered to the British Embassy in Moscow inside a diplomatic pouch usually reserved for state secrets.

TEXAS TRINKET: The El Paso Laundry and Cleaners Company had a customer for years who habitually left a \$2,000 two-carat diamond stickpin in a pocket of a suit turned in for cleaning.

FLY DRY: Port authorities at Cleveland's Hopkins Field are considering the addition of a nursery at the airport terminal complete with diaper vending machines, bottle warmers and other pertinent facilities.

Routemen or route salesmen?—continued



"Poor devil—he must've ridden with the new man."

that I went about seeking a practical solution to the problem of sustaining a route—a solution that would be applicable to any size plant; that could be used by routemen of varying degrees of talent and skill; that could be initiated by sales managers or supervisors of divergent persuasions and backgrounds.

The prepared—or canned—sales talk evolved as that method. Actually, it has been in existence and in practice since the early Greek civilization and perhaps earlier. It flowered in this country during the early days of the drummer, the medicine pitchman and the book salesman. To rediscover the technique in relation to selling laundry and drycleaning was a matter of trial and error.

At first the idea was greeted with scorn and derision; but this is no longer the reaction as it has now become standard practice for a large number of successful route organizations.

Why prepared sales talks?

There are several good reasons why this method is the easiest, most effective way to get new customers.

1. It's a fact that most routemen are better salesmen than they know or believe they are. This is substantiated in the composite profile of routemen which shows the mean percentile in "persuasiveness" to be 29 percentile above the average American adult male. Consequently, when the route salesman uses a prepared, memorized sales talk, he feels less self-conscious

and more at ease in the presence of the customer. Naturally, he does a better job of projecting himself.

2. The prepared sales talk gets the story across faster. This is a necessary requirement for door-to-door selling if it is to be effective.

3. The routemen themselves like the technique once they understand it and have experienced its effectiveness in use. It saves them considerable emotional wear and tear—pre-approach jitters and butterflies.

Routemen will do it

The laundryman who has sufficient enlightened self-interest will recognize that his routemen are not only drivers and salesmen but are also his sole emissaries to very important people, his customers.

He will treat them with the regard and concern warranted by the importance of their assignment, and will begin to do the things necessary to lead them by precept as well as by example. He will see that they are given the recognition they hunger for. And they, in return, under proper supervision and guidance, will see that he gets the results he so earnestly desires.

When routemen, drivers, salesmen learn that their job description incorporates the two functions—getting customers and holding customers—and they are expected to fulfill both functions, being subsequently taught how to perform them both and under continuing proper supervision, *they will do it!* □□



The Fuller Brush man sees bright future

Wallace Campbell, first vice-president of Fuller Brush Company, whose firm sells \$2½ to \$3 billion worth of household products annually, saw direct selling to the home on the increase.

He firmly believes the consumers' flight to the suburbs has opened new markets for products which are handled ethically; i.e., quality merchandise, sold at fair prices, properly serviced.

The typical Fuller Brush man services 4,000 families. He is not an employee but works as an independent agent buying goods wholesale for resale. Fifty percent of the men have been selling this way for 1 to 25 years.

"The key problem in direct selling," concluded Mr. Campbell, "is to get good men and motivate them so they'll stay on."

With vacuum cleaners—you sell yourself first

The Electrolux people start selling their vacuum cleaners before the salesman ever shows up at the door. Their philosophy is to gear the entire company as a sales organization.

According to Steven Sheridan, assistant to the president of the Electrolux Company, "Everybody who works for you has a direct effect on sales. And they either sell you up or they sell you down. We try to get them to sell up."

Selling begins here right at the research level. Their engineers and marketing specialists are all sales-minded. Their task is to develop the finest product possible so that more will be sold.

The production employees are also imbued with the necessity for turning out quality work to insure complete customer satisfaction.

When they have the whole organization thinking this way they're ready to start knocking on homemakers' doors. That's the secret of their success.

Some of the positive spirit of the organization was captured in Mr. Sheridan's account of their "Weekend in Paris" contest for salesmen.

The whole project was kept hush-hush until the very

Here's what others outside our industry have to say about door-to-door selling

There's a multimillion-dollar market behind that door

LAUNDRY ROUTE OPERATORS may not realize it but an increasing number of businesses are getting into the direct selling field—Sears, Macy's, Woolworth's are some of the latest entries.

Besides these there are others that have been successfully selling door-to-door for years.

The New Jersey Laundry and Cleaning Institute scored a coup when it invited a distinguished group of direct selling company representatives to appear on its 47th annual convention program at the Essex House in Newark, March 11.

For the first time, our industry had a chance to compare its route techniques and ideas with other business organizations that also have their "foot in the door" of the multibillion-dollar direct selling market.



Direct selling *Continued*

end of an all-day sales conference when attention was normally expected to lag. The announcement was accompanied by an unleashing of banners from the balcony and a band burst out with the French national anthem as top company officials marched down the center aisle wearing diplomatic cutaway coats, top hats and sashes in Parisian style.

This was followed up a week later when any salesman who had the remotest chance of winning received a vaccination form and passport application at his home. "You've got to keep selling all the time," says Mr. Sheridan.

Sealtest regains lost ground through diversification

The milk industry has many things in common with the laundry and cleaning industry. This became apparent as Henry Logan, Metropolitan District manager, Sealtest Division of National Foods, Inc., related his story on the trend towards diversification.

"Before World War II," said Mr. Logan, "75 percent of the milk in New York City was sold door-to-door. Today, home deliveries here represent only 25 percent of our business. Plainly, something had to be done."

Door-to-door milk sales started to tumble when the manpower shortage necessitated the consolidation of routes and every-other-day delivery. But as many have found, consolidation can lose business when there is too much gap.

By war's end, milk went to supermarket and store selling. But routemen wanted more money and benefits while the amount of business brought in decreased.

The company found itself in a squeeze because: (1) prices had to be kept down—milk customers won't take much more than a 3 cent differential between store and door sales, (2) by 1959 routemen were earning \$100 per week plus 2½ percent commission.

Preloading for routemen helped reduce plant cost for labor and helped to get the men out on the road earlier. But a change in pay plan was the big thing to encourage men to sell in a competitive market where bobtails were stiff competition. The pay scale has since been adjusted to \$24 per week and 2 cents per point sold plus 5½ percent commission.

Marketwise, Sealtest found that suburban-area families still want home deliveries. In New Jersey, for example, 62 percent indicated this preference.

The company also found the suburbs were a good market for "extras" if the routemen could get to see the homemakers.

As a result, the company now offers an extensive line of extras. Besides butter and eggs, there's cottage cheese packaged in plastic containers which come in several different colors to encourage repeat sales. Orange juice is also a big item, representing 15 percent of the total

specialty sales. Orange-ade, grape-ade, lemon-ade help fill the gap in summer when milk business normally drops 20 percent. The newest specialty is a 900-calorie diet in two or three flavors, containing skimmed milk and vitamins. (This last has to be sold diplomatically so as not to suggest the customer is fat.)

These specialty items are promoted 50 percent of the year, and they do help sales. But only one-third of the customers buy anything other than milk on a regular basis and the company finds that it is necessary to set routemen's quotas on diversified products.

In concluding his presentation, Mr. Logan stressed (1) the importance of motivation in direct selling, (2) the need for incentives, and (3) the necessity for tight management supervision.

"Avon Calling" triples sales to homemakers since 1955

Robert Stauffer, National District sales manager, Avon Products, Inc., described the anatomy of a sale as (1) your product, (2) your sales plans, (3) the market, and (4) your employees.

- You've got to produce the best product possible, make it attractive, price it fairly and back it up with a money-back guarantee.
- You must know what the public likes and wants, and adjust your selling plans accordingly to keep in tune with the times.
- Markets have doubled in the past 10 years but you must find out where your best prospects lie.
- In Avon's case, business had increased threefold since 1955 and management has been challenged to build its sales force accordingly. This requires careful selection, redefining job functions, good timing in adding responsibility, and adjusting salaries commensurate with added responsibility.

Modern Laundry believes in route business future

John Campbell, sales manager, Modern Laundry, Philadelphia, had to confine his observations on direct selling to the bone as time ran out.

Briefly, his firm believes in door-to-door selling and plans to add four more routes to its operation within the next two years. The present fleet is averaging \$750 per route per week with finished services priced at 85 cents per pound and shirts at 33 cents.

"Our challenge is the doorbell," he said, "and we insist that our men ring them."

Victor D. Oakley, management sales consultant, Victor D. Oakley & Associates, was the chairman for this symposium on direct selling.—*Henry Mozdzer*

Put your personality on wheels

Truck appearance is one of the most neglected phases of fleet operation

by HENRY JENNINGS



Your fleet offers the public repeated impressions of you and your company in the daily course of doing business. This article suggests the most practical way to put your best foot forward

SINCE THE LAUNDRY industry is engaged in keeping things cleaned, one may be forgiven the expectation that the trucks used by this industry would be boldly outstanding in their appearance and cleanliness. However, it does not take more than casual observation to determine that this premise is not true.

Trucks engaged in delivering laundry have more visual contact with the customers than any other medium. Many an opinion, favorable or otherwise, is predicated upon what meets the eye when the truck appears. Truck appearance is probably one of the most neglected phases of fleet operation. Keeping a truck clean is regarded as a purely routine operation by many managements that have no idea what the routine is.

What usually happens is that one day some of the brass look out the window and see some dirty trucks. The result is a lot of arm waving and perhaps some unpleasant conversation with someone in the shop. So, at the expense of other work, the trucks are kept cleaner until the work load catches up, and the trucks get dirty again. Then the whole cycle begins over again.

It never seems to occur to those in charge that a thorough investigation of truck appearance should be made by someone with responsibility and the power to decide.

Keep it simple

To begin at the beginning . . . what did the trucks look like when new? Were they finished with a simple format in durable colors? Low-cost appearance maintenance can be made impossible by some combinations.

Recently a fleet engineer working on a consulting basis with one of the country's largest dairies tackled the problem of getting better looking trucks for less money. Imagine his chagrin when he found that every truck was painted with six different colors plus some very expensive and elaborate decalcomanias. This conglomeration put the cost of refinishing these trucks about \$35 over a normal cost, most of it attributable to excessive masking and handling of too many colors.

Aluminum bodies

A good many trucks used by laundries these days have the outside surfaces fabricated almost 100 percent of aluminum. Since this aluminum is of the polished variety there seems to be little reason for painting it at all. For years the trucking industry used stainless-steel trailers and later aluminum-skin trailers without paint. Invariably these were the better looking trailers on the highway. More recently some of the large organizations in this country using aluminum-skin delivery trucks have stopped painting the surface.

Aluminum surface is easy and economical to keep clean and reasonably bright. With simple raised legends or trademarks or decalcomanias they can be made very attractive.

However, it makes little difference whether the surface and design of the truck are good or bad. The truck will not look good unless it is kept clean. The only way to keep a truck clean is to wash it periodically. The only way to hold the cost down is to do this washing in the most economical way. To leave this to the truck washer is folly. He is not paid to think. He is paid to wash trucks.

Three recent visits to fleet shop wash racks disclosed that the trucks were being washed from the top down instead of from the bottom up. This had been going on as far as the memory of man reaches in all three cases.

Cleaning compounds

Next consideration is that of cleaning compounds. The three important factors to be considered are: (1) will the cleaner do the job rapidly and efficiently; (2) will it damage the paint; and (3) will it have a toxic effect upon the washer. This is not a simple problem, and you cannot expect the ordinary washman or shop foreman to settle it.

Some fleets prefer to attack this part of the problem by laboratory analysis. Others work closely with reliable suppliers. There is a wide variety in cleaner effectiveness, and the best is none too good. However, to get the best requires careful selections, and the use of it pays dividends.

Most likely, one cleaner is not the whole answer. Do

Put your personality on wheels—continued

TRUCK CLEANING EQUIPMENT

A recent study of an operation where one man had to keep 20 trucks clean showed that he needed the following equipment:

1 fountain brush
1 reservoir brush
1 length of lightweight hose
1 water-air pressure gun

1 shut-off pressure-control valve
1 garage apron
1 pair knee boots
1 wheel-spoke brush
1 short-handle brush
2 3-gallon pails
1 55-gallon drum
1 putty knife

you want to wash the wheels and running gear with the same compound that you use on the light paint of the body? I doubt it. In the first place, the wheels get extremely dirty, and the undercarriage gets coated with grease. The problem of cleaning is quite different from that of the body covered mostly with road haze.

Training washmen

After the cleaning compounds have been decided upon, has anyone instructed the washer in the right way to mix the cleaner with water or kerosene as the case may be? Has anyone told him to use small quantities of the mixture in a pail rather than dip into the drum and have the whole mix dirty after one or two jobs?

The next important phase of keeping trucks clean is the scheduling of the work. This requires a time study and then some thought. It is seldom necessary to wash a truck completely every time it gets onto the wash rack. Depending upon the condition, a complete wash may be alternated with a rinse or two rinses. About twice a year, it will be desirable to steam-clean the undercarriage and the engine, but no one would suggest this as part of a routine wash job.

The exact requirements of a complete wash job and a rinse job should be outlined to the man who has to do the washing. One reason this is seldom done is because no one knows exactly what he wants. You cannot cut the cost of getting better jobs until you know what you want and how often you want it. In large fleets where the routine has been worked out, the results are completely satisfactory. When the advertising manager wants cleaner trucks, the fleet operator can usually tell him just how much it will cost to get them.

Men vs. machines

Up to now we have been talking about getting some law and order into the process of washing trucks when it is done by hand. On the basis that every laundryman knows that he cannot afford to pay a man to do anything that a machine will do, let's devote a little thought to the automatic washers.

Around 90 percent of the buses in this country are washed by machine and about 90 percent of the trucks are washed by hand. The reason for this is that bus people are in the transportation business with regulated tariffs and they know that their only chance of a profit is to hold costs down. Most trucks, however, are owned and operated by people who are in a business other than transportation. They tend to increase the price of the commodity they manufacture or distribute before they take a good look at internal costs.

It is hard to decide exactly what size fleet can use an automatic truck washer with sufficient intensity to justify its cost. In San Francisco a truck washer gets around \$2.50-\$2.60 per hour. In Little Rock, Arkansas, he gets \$1 per hour. Nevertheless, the arithmetic is not too complex. A good automatic truck washer that will handle delivery trucks can be purchased and installed for about \$3,000. A full-time washer at \$2.50 per hour gets \$5,000 or better a year. If he works half time he will still get better than \$2,500 a year.

A truck washer installed at about \$3,000 a year demands no fringe benefits except a negligible amount of maintenance. There is no need for a washman because the drivers can operate the machine. The only procedure is to drive the truck into it and flip a switch. Any shop man can take care of filling the machine with cleaning compounds in a time so short it is not worth recording.

An automatic truck washer will wash a vehicle in 70 seconds.

The most popular type of automatic washer is the tunnel type in which an inverted U travels back and forth carrying the water and detergent.

On the first trip the washer showers the truck with clean water. On the return trip the truck is showered with detergent. Reversing itself again, the traveling apparatus rinses the truck free of detergent and then returns to its original position as an idle trip. Then the truck can be driven off the machine. Putting it on and taking it off takes more time than the washing cycle itself.

Some criticism has been leveled at the automatic washers on the grounds that they were not truly automatic, the point being that it was necessary to brush the wheels and perhaps the back of the truck with a long-handled brush. Several years observation of several installations have shown that this is not true if the trucks are washed two to three times per week. Fleets that have these machines find the brushing is unnecessary, and this observer is unable to detect the difference.

A dairy fleet operator friend of ours says that he has a man who washes 42 trucks inside and out every eight-hour shift. This includes the shifting to and from the washer. This is approaching three times the number you can hope to get without the automation.

At this rate the machine washes two trucks while the man washes one, and it should be worth the wages of two men. But the machine costs only about half as much as the man's wages for one year. At the end of the year the washer is still working without additional compensation. It seems that it is well worth the price.

The brush-type automatic washer does not find much favor in the truck business, because the surfaces of the trucks are not always flush and flat as they are with buses. In addition, the brush-type washers are considerably more expensive.

One other objection was uncovered by this department one night while working on a bus fleet. The buses were being run through the tunnel with the brushes operating but with the water shut off. When asked the reason for this sorry state of affairs the worker said, "It has been a nice clear dry day and the buses are only a little dusty."

It would be hard to uncover a faster way of destroying the paint on those buses without using paint remover. □□



Shakers lay out work for transfer to conveyor seen in background before ironer

Feeders control conveyor movement to bring work forward as needed



Novel conveyor feeds feeders

Continuous table at Michael Reese Hospital holds a half day's work at finger tips

by TOM O'NEILL

DON'T BEND OVER backwards—or forwards—to boost production. That seems to have been the axiom which led laundry manager Friedman of Michael Reese Hospital, Chicago, to design a conveyORIZED layout table for flatwork finishing.

Mr. Friedman wanted to eliminate the time-consuming and energy-sapping bending and groping in the conventional hampers, so he set himself to the task of contriving something to take their place. And solve it he did with comparative ease.

He designed a large conveyORIZED table to supply the feeders with an uninterrupted backlog of work. The work is brought to the conveyor on shake-out tables.

The tables are durable and convenient, they are almost waist-high, have

large rubber wheels, and the employees can stand at them and sort without going through the usual enervating contortions. Not only does the economy of motion speed up the processes of sorting and shaking, but Mr. Friedman has also discovered that the hours of peak productivity have been considerably lengthened. It stands to reason that a system which is not only faster, but easier, would make for a prolonged period of "peak energy."

It is interesting to note how well these tables are integrated into the three-step finishing process. They fit together perfectly like pieces of a jigsaw puzzle.

1. The extractor load is dumped onto the stainless-steel table for sorting.

2. After sorting, the table is rolled up to the feed end of the conveyor.

3. Then the shakers lay them out.

There is enough space on the large conveyor to store, when necessary, an entire morning's production. This is important to Mr. Friedman not only because of the lack of space but primarily because his system is and must be continuous. The tables and conveyor are of the same height and, rolled together, seem almost one.

Neither the shakers nor the feeders

ever find it necessary to move from their appointed spots. This enables them to perform their tasks rhythmically and continuously. Continuity and rhythm are the building blocks of efficiency.

"The only way to really produce at low cost, as we all know, is by employing the methods of mass production. And this means more than machines, it means division of labor." It means simply this: If a given task is to be performed efficiently, it must be broken down, step by step, until an employee can be assigned to one, and only one, step of the operation. The more complex an employee's task, the less chance for "continuity and rhythm."

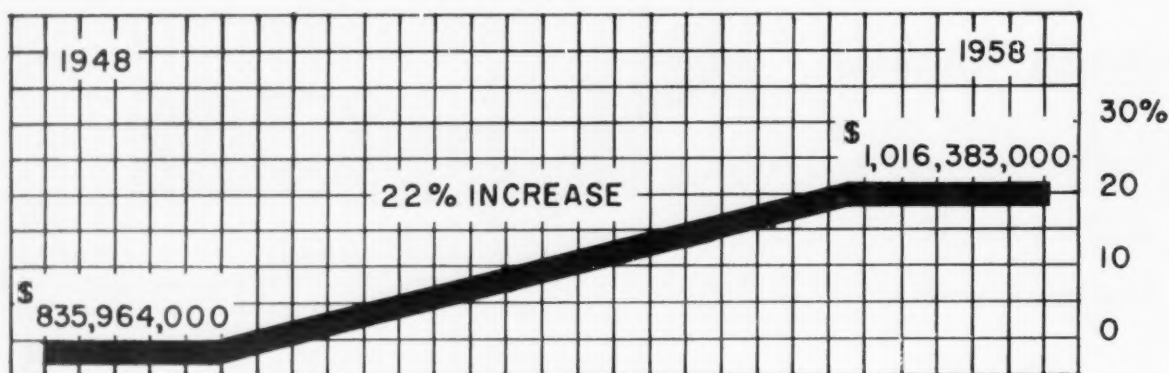
The system works, and works well, producing 99,000 pounds weekly at a cost of \$.0403 per pound, a figure considerably lower than the norm. This is done with 51 people on a 40-hour week. Approximately 11,000 blankets were done in the past 11 months, an average figure of 1,000 a month.

Costs are kept down not only by employing the methods that utilize labor best, but also by thinking in long-range terms when it comes to equipment. □□

Laundry business trends

New Jersey	New England	New York
four weeks ended Jan. 27	Jan. 7—3.7% <u>less</u> than last year	four weeks ended
Laundry route sales	Jan. 14—1.6% <u>less</u> than last year	Jan. 27—4.2% <u>less</u> than last year
—3.0% <u>less</u> than last year		M. R. Weiser & Co., New York
Drycleaning sales	Jan. 21—1.3% <u>less</u> than last year	
—4.0% <u>less</u> than last year		
Total sales	Jan. 28—3.3% <u>less</u> than last year	Southeast
—3.0% <u>less</u> than last year		Jan.—8.0% <u>less</u> than last year
New Jersey Laundry and Cleaning Institute	Carruthers & Co., Boston	J. R. Wilson & Co., Atlanta

Total annual receipts U. S. power laundries



Source: U. S. Department of Labor—Bureau of Labor Statistics, Employment and Earnings Bulletins
U. S. Census of Business Reports—Selected Services Bulletins

SALES TRENDS

HOW'S BUSINESS?

Home Appliances: Factory sales of home laundry appliances during January of this year totaled 338,460 units, according to statistics compiled by the American Home Laundry Manufacturers' Association.

This was an 11 percent reduction from sales of 380,132 units a year ago January, and was 4 percent less than December sales of 351,523 units.

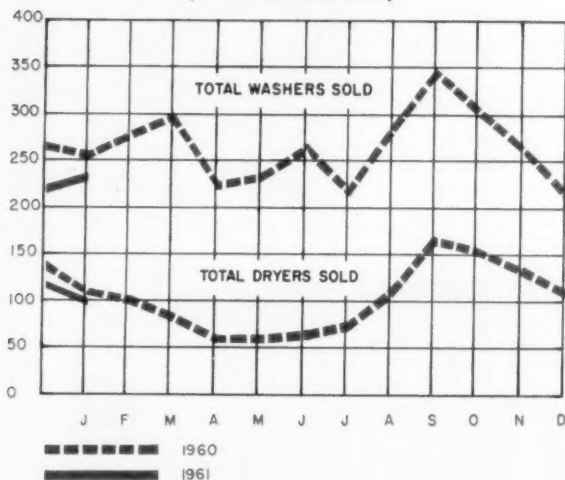
A product-by-product breakdown shows combination washer-driers were down a whopping 54 percent from a year ago. Automatic washers were off 8 percent; wringer-washers down 19 percent; electric driers down 11 percent, and gas driers fared best with only a 1 percent decrease.

The Canadian Home Laundry Manufacturers Association, representing 18 companies, is also experiencing a slump. The year-end report showed an industry-wide sales decline of 7 percent in 1960, compared to 1959, with 454,771 units being sold.

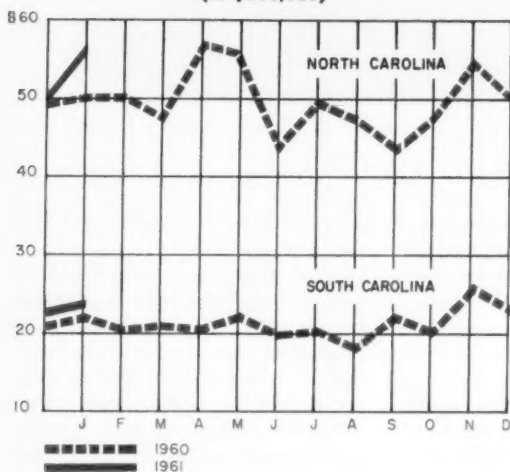
Biggest decline was in the sale of conventional wringer-washers, which fell off 13 percent. Automatic washers held their own while gas driers showed an impressive 26 percent increase.

The Carolinas: Both North and South Carolina levy a sales tax on laundry and drycleaning gross receipts which provides a fairly accurate barometer of business activity.

HOME LAUNDRY EQUIPMENT SALES (in thousands of units)



LAUNDRY & DRYCLEANING SALES (in \$100,000)



In North Carolina, January was better than usual with sales reaching \$5,697,596. That's an 11.9 percent increase over January 1960.

In South Carolina, January laundry and cleaning sales were pegged at \$2,442,289, which represented an increase of 8.8 percent over January 1960. Note relative stability of sales throughout 1960.

Institutional: National studies indicate that our daily hospital patient population is around 1,365,000. These patients, along with some 1,500,000 persons involved in caring for them, use approximately 20 million pounds of linen daily.

If complete linen service were purchased commer-

cially, the annual cost to hospitals would be more than \$700 million.

Industrial Sales: Within the last six years industrial laundries—which now number close to 700—have increased their sales 75 percent.

According to the Institute of Industrial Launderers, total sales have increased from \$159,021,000 in 1954 to an estimated \$279,553,000 in 1960.

The Institute claims its 200-odd members supply some 90 percent of the work uniforms used in American industry.

Consolidated: For the seventeenth year, Consolidated Laundries of New York City reached a new high in sales. Net sales for 1960 were \$25,579,713 compared to \$24,581,315 earned in 1959. Earnings were not up to expectations, however, due to unusual weather conditions. And the firm's income before taxes dropped to \$2,228,327 compared to \$2,528,661 earned in 1959.

Allied Trades: Some \$400 million worth of laundry and drycleaning equipment, machinery and supplies are sold annually, yet the typical allied trades firm makes an average of 2½ percent profit before taxes.

According to AIL findings, laundries purchase about \$40 million worth of washroom supplies, chiefly soaps and detergents. Each year professional laundries use:

- 150 million pounds of soap
- 210 million pounds of alkali
- 37 million pounds of starch
- 100 million shirt bands
- 950 million collar supports
- 900 million shirt boards
- 212 million shirt boxes
- 5 million shirt envelopes
- 46 million square yards of cotton cloth and padding
- 25,000 tons of kraft paper
- 400,000 rolls of tape
- 500,000 dozen cotton nets
- 203,000 dozen nylon nets
- 3,480,000 pounds of asbestos cloth and padding
- 350,000 pounds of nylon for press covers
- \$40,000 worth of twine

Royal Road Revisited

Successful laundry destroyed by fire makes comeback; this story tells: why and how it was accomplished

by JERRY WHITMAN



Red-and-white-striped color scheme to attract attention to call office is one way Royal Service is promoting cash-and-carry business

WE WERE IMPRESSED by a large-size advertisement we saw recently published in a Mount Vernon, New York, newspaper. It announced a grand opening for the Royal Service Laundry, offered a variety of gift premiums for get-acquainted orders, and plugged cash-and-carry discounts.

Because the name of the laundry seemed familiar, we checked our back issues and found an article published in the May 1956 issue of *LAUNDRY JOURNAL* titled "Royal Road to Success." Rereading the story it all came back; how owner Tom Rubeo had parlayed a modest beginning into a lucrative operation through hard work, imaginative control over sales and production, and good quality.

Sure that the ad we saw concerned the opening of a new store or package plant, we called Mr. Rubeo to offer our congratulations. We learned, instead, that his plant had burned to the ground last year and this new opening was a completely new laundry operation located in another part of town. An appointment was made promptly to visit the new plant. We

were curious to find out how he had been affected by the disaster, how he had rebuilt his plant and how business was faring.

Impossible to miss

Even from a distance of two city blocks—as we approached the plant—it was obvious that Mr. Rubeo was going all out for cash-and-carry business. His call office, situated in front of the plant on a triangular corner location, is perhaps the most outstandingly visible we have ever seen. Its color styling is "Beach-Umbrella Modern," a can't-miss-it motif of bright red and white vertical stripes. Parking space for perhaps eight to ten cars is provided in front of the store.

Soon seated in his office, Mr. Rubeo told us that he purposely chose his outside color scheme to attract attention and that he expected his cash-and-carry volume to account for at least 10 percent of sales before too long. He's still running 13 routes, compared with some 18 before the fire, but he finds cash-and-carry more

profitable than route sales, even with the discount.

What about the fire and the subsequent rebuilding? we asked. Recounting the events that are obviously still painful for him to recite, Mr. Rubeo told us how he was called at home last May 7—a Saturday afternoon—soon after he had got back from the plant. Everything had been shipshape when he left. The caller, a neighboring businessman, reported smoke coming from the laundry. When Mr. Rubeo arrived at the scene—only a half hour later—the building was already a shambles.

Although the insurance company declared the physical assets a total loss, he was not fully insured on his equipment. The money he received in settlement was used to hold the business together, and production was farmed out to other launderers in the area until he could decide what his next move would be. Although he was sorely tempted to venture into some other type of business enterprise, Mr. Rubeo finally made up his mind to come back with another plant.



Plantowner Tom Rubeo, shown here with office manager Florence Corvahlo (she's been with the firm 12 years), got back most of his former employees even though fire put business out of commission seven months

Prompting this decision were two principal reasons:

1. He likes the laundry business and it has been good to him. Besides, he knows it better than anything else. He's seen others get out of the laundry industry only to fail in enterprises foreign to them.

2. He felt a deep obligation to the employees. Many of them had been with him for a number of years and would have found it quite difficult to secure comparable jobs elsewhere, not to mention loss of accrued seniority and pension rights.

As it turned out, although he was out of commission about seven months while searching for a new location and refitting a new plant, 95 percent of his former employees returned to their old jobs. According to Mr. Rubeo, everyone who had worked for him at least three months returned to the fold, despite offers by competing laundries to hire them away. Of course, the employees retained the seniority rights they had built up at Royal Service, an advantage that would have been lost had they gone to other laundries. Since the plant reopened this past December, two employees have already retired on pension and a third is about to follow suit.

Finding a proper location proved a formidable task. Mr. Rubeo searched Mount Vernon and its environs thoroughly until he came across a large garage-auto repair building that was up for sale. This site looked good for a couple of reasons: its 100-by-100-foot inside dimensions were quite adequate for his productive operation, it

afforded interior parking space for trucks, and there were no obstructing pillars to interfere with layout and workflow.

Besides, the building fronted on a busy triangular intersection in Mount Vernon that offered excellent traffic exposure to the kind of cash-and-carry business that he wanted. Another addition to the plus side is the number of apartment buildings in the immediate vicinity, housing some 5,000 people. Although this latter point was an advantage, it took some doing to obtain a zoning variance to set up a laundry in the neighborhood.

With some of the insurance money he had left and by mortgaging everything he had, Mr. Rubeo told us, he went back into business. Not the least of his good fortune was having a plant engineer who, with a helper, labored for months over the fire-damaged equipment—rebuilding, tuning up, painting—until at least 50 percent of the machinery was brought back into good condition. Thus, by salvaging some of the former equipment, and filling in the rest with new and used machines—and the return of most of the former employees—Royal Service was back in operation by the end of the year.

Discussing his equipment reminded Mr. Rubeo to stress the point that the main reason his engineer was able to salvage so much was because it was in excellent condition before the fire. He had made it a practice to replace as many units as he could each year before they depreciated too much physically, thereby preventing them from becoming outmoded. If his equipment had been too far gone before the disaster, salvage would have been impossible and reopening a new plant improbable.

The fire did teach him an important lesson, however. Replacement costs on equipment keep rising—like most everything else—and he now plans to have a competent appraiser check his physical assets each year to determine proper insurance coverage. Most plantowners don't realize how much extra equipment they put in year after year and neglect to increase their insurance coverage commensurate with what their replacement costs would be.

Although Mr. Rubeo now has essentially the same kind and number of

machines as in the former plant, he has it laid out in approximately 30 percent less space, resulting in a smoother workflow that is easier to handle. Main reason is the pillarless building that provides a sweeping, open expanse from wall to wall. The improvement in the workflow has already meant a savings in dollars, for the productive payroll is running currently at 25 to 26 percent, compared with about 29 percent at the old plant.

Also, Royal Service is now using a package boiler that is operating at an efficiency level of 75 to 82 percent, compared with a maximum efficiency of around 50 to 60 percent for the old boiler. Even though he's using a better grade of oil now, the new boiler is nevertheless saving money for him.

When Mr. Rubeo opened the new plant last December 15, his volume was down about 30 percent from the same period a year before. In less than three months he recovered some 15 percent of the loss, and he fully expected to be ahead of last year within another month.

His call office is doing especially well on cash-and-carry business, already better than the revenue brought in by his old call office. From zero at the time of the plant opening, cash-and-carry now has built up to the \$650-a-week level, this despite one of the snowiest winters experienced in the area in many years. It now accounts for some 11 percent of his total volume, and Mr. Rubeo confidently expects his call office to produce over \$2,000 a week before too much longer.

Plans for future

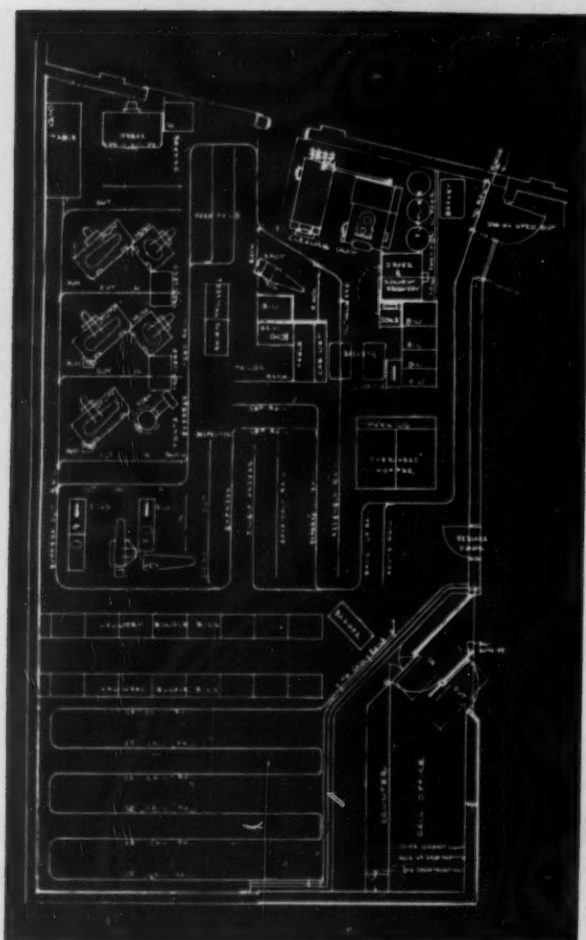
Of his anticipated volume once things are running in full swing for a while, Mr. Rubeo counts on drycleaning to bring in about 40 percent of the total. His drycleaning production is now handled in a drive-in plant he owns several miles away in the Bronx (the drive-in also does its own shirts), but he plans to install a drycleaning department in his main plant some time in the future. He has the room for it in the space now used by trucks. Another feature to be added, and this is now under construction, is a storage vault.

As we finally left we couldn't help feeling Tom Rubeo was again traveling the Royal Road to Success. □□

Think BIG— it pays off!

Stinson's Laundry found this out
when it added drycleaning service

by TOM O'NEILL



Brand-new drycleaning department measures 40 by 70 feet with approximately two-thirds of the space devoted to production. Plant layout permits efficient operation whether volume is \$200 or \$2,000 per week

TWO YEARS AGO when John J. Stinson, Stinson's Laundry, Chicago, decided to go into the drycleaning field, he wanted to avoid some of the pitfalls so often encountered by laundrymen turned drycleaners.

The biggest problem as Mr. Stinson saw it was to avoid investing a lot of money in a plant that would eventually prove inadequate. At first, of course, business would have to be done on a rather limited scale. But as it increased, greater demands would be placed on equipment and production.

This was his dilemma: How to set up a plant that would be efficient to begin with and keep it that way as volume proceeded to increase? And how to make the drycleaning department compatible with the present laundry operations? In an effort to solve these problems sensibly, Mr. Stinson called on the services of a consulting engineer specializing in plant layouts. After some preliminary discussion, the engineer went to work designing a plant that would meet Mr. Stinson's requirements for today and tomorrow.

Looking at the proposed plans for the annex which would have to be built to house the new drycleaning department, consulting engineer R. F. Gerisch of R. F. Gerisch Co., Chicago, made these preliminary recommendations:

- Adding 187 square feet to the annex by not cutting off the call office corner for the drive.
- Adding to the overhang of the roof for the entire length of the drive side to offer more protection to customers.
- Adding service or carhop door and machinery door to open outward, etc. Then he went to work in designing the layout.

The annex gives the plant an additional 2,500 square feet of floor space. Approximately 1,500 square feet are devoted to drycleaning production and the remaining 1,000 to call office and storage.

The whole idea of the layout was to keep the operation compact yet provide adequate room for additional production and storage as volume increased.

Drycleaning workflow

Let's follow the work around the plant and point out some of the features of this efficient layout.

The cleaner and spotter are one and the same, so the equipment is fairly close together. There's a slickrail by the recovery unit which permits hanging the garments as they are pulled.

After cleaning and spotting, the work is returned to the rail ready for finishing. The drapery finishing unit is set in the corner out of the way yet it has access to both the "in" and "out" rails. Other items simply bypass this corner.

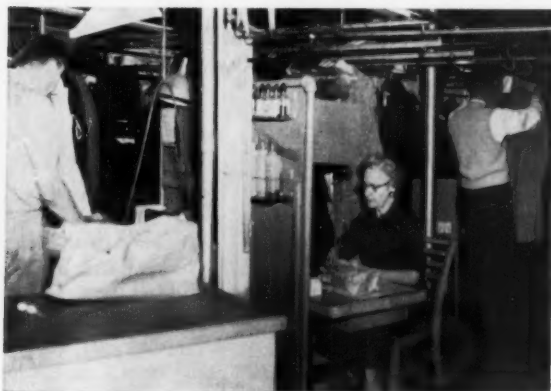
The finishing units are set up to allow the operator to do the complete job. The work comes in at one side and goes out on the other to eliminate backtracking and confusion. You can see how one or two of these units can be closed down in slow periods without disrupting the work flow.

Note that the inspection, tailoring and spotting departments are all within 15 feet of each other at the center of the production department. This arrangement is an inducement to maintain quality standards. If a garment needs

fibers AND fabrics



Call-office view shows proximity of bagging and inspection stations to the counter. Conceivably, one girl could handle all these functions during slow periods



Repair department in center of plant is within a step or two of both the inspection and spotting stations. This simplifies the problem of handling go-backs and maintaining quality

additional repairs or spotting, this convenience helps the operator avoid the temptation of passing it up.

Single-piece orders are assembled on a rail separate from multiple-piece orders. The bagger then puts the orders on the right rail for will-call orders or on the left rail for route delivery. The latter rail runs behind the cleaning unit into the laundry route storage room.

Note here again that the assembly, bagging and call counter are all fairly close together so that in the initial stages of operation the counter girl can double in assembly and bagging duties. If these work stations were spread out, staffing each would be imperative.

Mr. Stinson feels that the services of a consulting engineer were well worth while. His drycleaning business has grown from a scant \$200 a week to \$2,000 a week. And he expects to double that figure in a short time. Best of all, he is prepared to handle the additional volume without the necessity of constantly revamping his drycleaning department to make room for the work. It pays to think big from the start. □□

NEW WATERPROOF FINISH DEVELOPED

Reevair, a new waterproof finish for outerwear, has been introduced by Reeves Brothers. It is said to possess the ability to breathe. Thus, while water cannot penetrate, body vapors are said to pass through the finished fabric. The manufacturer also reports that every proper washing or drycleaning actually improves Reevair's ability to transmit body vapors.

The origin of the Reevair finish was in an electric battery process developed by the Electric Storage Battery Co. Reeves saw the potentialities of the process as applied to textiles, and thus the ESB Reeves Corp., which controls the basic patents covering Reevair, was formed. Reeves is planning an extensive sales promotion campaign to introduce Reevair to the public.

NEW RAYON WASH-WEAR FINISH

Prestwick, a permanent, non-resin wash-and-wear finish said to put rayon and rayon-cotton blend fabrics in a completely competitive position with all other wash-and-wear fabrics, has been introduced by Courtaulds (Ala.) Inc.

Thus far Prestwick has been applied commercially only to spun rayons. Extensive experimentation, however, suggests it will be equally effective on cottons, continuous filament rayons and the new man-made cellulose as well as blends of cellulosic and thermoplastic fibers.

MEN'S "STRETCH" SUITS TO BE OFFERED

A newly engineered all-wool fabric that yields to tension and returns to its original shape will be used in a line of men's suits to be marketed by Timely Clothes, Inc. According to Leslie A. Runton, president of the firm, who demonstrated the unique properties of the fabric at a recent press conference "This is the suit of tomorrow." He said the fabric will allow for a neater, snugger garment.

Mr. Runton, the textile engineer who developed the fabric, says the stretch is achieved by weaving the fabric wider than normal, then mechanically shrinking it and finally setting the fabric with heat and chemicals, much like a woman's permanent wave.

Timely Clothes plans to offer its new stretch wool suits in its fall line. The stretch will add about \$5 to suits at retail, it was announced. The company will also license others to use the fabric.

The executive claimed his fabric is the first all-wool stretch fabric development in America. A number of companies are currently making stretch fabrics which get stretch from a textured nylon yarn. There have been no other reports of using stretch fabrics in men's suits, however.

Timely's suit will stretch 15 percent sideways and 6 percent lengthwise, Mr. Runton said. He added that other degrees of stretch ranging to 20 percent for ski pants can be made.

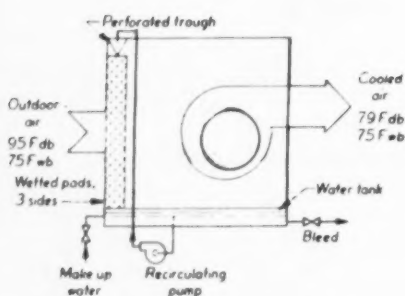


Fig. 1. Drip-type evaporative cooler is one of several types used to cool air by process of Fig. 3. Simple perforated trough or pipe wets evaporative pads, which are usually made of aspen wood excelsior. Air drawn through pads is saturated and cooled.

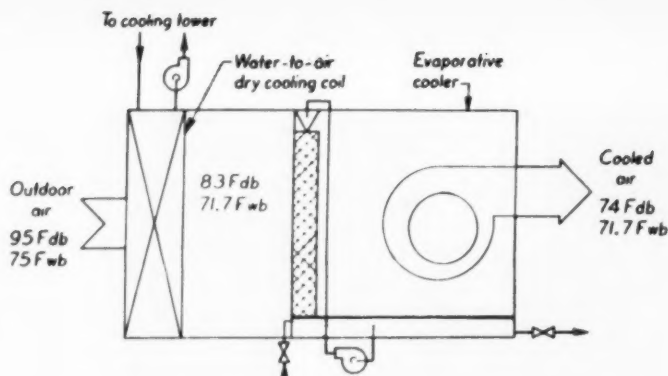


Fig. 2. Cooling tower and water-to-air heat exchanger followed by direct evaporative cooler is one two-stage system that cools by process shown in Fig. 4

Evaporative cooling reviewed

It's not too early to start thinking about cooling your plant this summer

THE LONG- FELT NEED of the laundry industry for comfort conditions in the plant during the dog days can now be met. At one time the price was out of reach because the only answer seemed to be air conditioning.

It is natural for all of us to want the best for our plants and our help. But there is a point beyond which it just doesn't make sense. Remember, air conditioning is not just the regulation of air temperature. It is much more than this. True air conditioning supplies air at a desired temperature and humidity, and at the right rate of air flow for the optimum conditions.

To achieve this ideal or optimum condition of temperature and air movement you need lots of refrigerating and fan equipment, lots of controls, lots of outlets, which means considerable ductwork. The result of adding together all these is an expensive installation. When you consider the heat load the average laundry puts out in addition to the outdoor summer weather conditions you can readily see why air conditioning was beyond the reach of the laundry in general.

Yet evaporative cooling, the oldest form of cooling known, was a long

by JOSEPH C. McCABE

time coming to the laundry industry. Walter Fleischer, one of the founding fathers of air conditioning, pointed out the potentials and the limitations of evaporative cooling in 1946. He said:

"In many warm or hot industries I might say complete satisfaction can be obtained with evaporative cooling. In many places, however, evaporative cooling gives only partial satisfaction. There is a vast field for both refrigerated air conditioning and evaporative cooling, but their design conditions are different. However, as to their relative first costs or the cost of operation there can be no possible question as to the favorable position that evaporative cooling holds."

How evaporative cooling works

If you could ever find a supply of perfectly dry air and expose it to a shower, that dry air would absorb some water and its temperature would be lowered. This process is called evaporative cooling. Just how much the air temperature would be lowered would depend on how much water it absorbed, and that would depend on how hot the dry air supply was. It is

possible for no heat to be gained or lost when an air stream passes through a shower of water that is being constantly recirculated but it's a rare condition.

For example, in Chicago, New Orleans, New York or even Tampa, when the dry bulb is over 90-95 degrees, a high wet-bulb reading of even 75-80 degrees gives you a relative humidity of only 50 percent or so. That means the air is only half full of water. This leaves plenty of room for successful operation of an evaporative cooler.

There are two ways that evaporative cooling can be put to work. The first and simplest is to push the air through a water spray. In evaporating, the water will cool off the air. Figure 1 is an example of this.

A second way, and one that may be favorable for a larger job such as a good-sized laundry, would be to dry the out-of-door air supply somewhat by passing it over a coil filled with cold water. Then if you take this dehydrated secondary air and pass it through a regular spray as you did in the first case you'll bring about a still greater cooling of the air supply. (See Fig. 2.)

The difference between one-stage

TIME SAVERS

Vu-Pax!

GIFT PACKAGE SHIRTS at NO EXTRA COST!

Display Quality Laundering
with Quality Packaging.

'Vu-Pax' SELLS Quality
Work and WINS New
Customers.



SIZE*	NO. OF SHIRTS PER PACKAGE	
	La-Down	Stand-Up
A	2	2
B	3	—
C	4	3
D	5	4
E	6	5
F	7	6
G	8	—

Heavy Duty Blue Board
Shell with Sparkling Trans-
parent Poly Bag Outer
Protective Covering.

*Available in up to 7 different
size packages to fit 2 to 8 shirts.
For both Stand-Up and La-Down
Collars. Specify 12" or 14"
Shirt Folds.

TIME SAVERS, INC. WALNUT ST., MONTCLAIR, N.J.

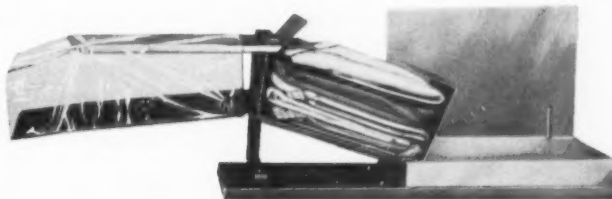
WRITE FOR FREE CATALOG AND SAMPLES

*Dynamic Sales Producing
Shirt Showmanship!*

NEW LOW COST
Counter Model (PF-1)

Pak-Faster

Produces 'Eye Catching' Shirt Package.
At the NEW LOW PRICE Every Cleaner
and Laundryman can afford.



*Only \$80⁰⁰**

*With initial order of 5M Vu-Pax

Evaporative cooling reviewed—continued

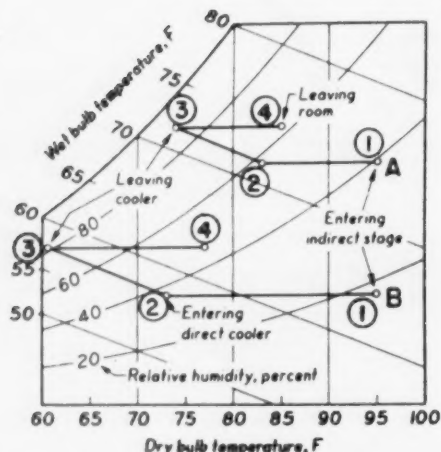


Fig. 3. Direct evaporative air-cooling process plots condition of the air at various points in the evaporative cooling system for two entering wet-bulb temperatures

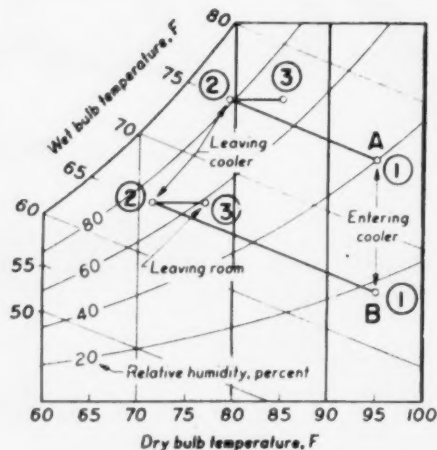


Fig. 4. Two-stage evaporative air cooling. Indirect use of evaporative cooling in first stage permits delivery of supply air at wet-bulb temperature below that of entering air

and two-stage cooling is seen in Figs. 3 and 4. Points A and B represent two different air supplies. Both of them are at 95°F. dry bulb, entering the cooler, which is the temperature you see on the usual outside thermometer. We picked two to show you some range of performance for the one-stage, drip-type evaporative cooling system.

Both air samples, A and B (Fig. 3), pass through a water spray, and become saturated with water to where they reach their wet-bulb temperatures—80°F. for A, point 2, and 72°F. for B, point 2. For most practical installations the temperature drops only 80 percent of the way.

"Leaving room," point 3, is the temperature of the air leaving the laundry through the exhaust fans. You will note it has been pegged at a temperature of 6 degrees, dry bulb, above the dry-bulb temperature leaving the evaporative cooler. This pegging sets the temperature within the laundry space at a point 10 degrees or so below the incoming air in condition A; and 17° to 18°F. below the incoming air in the better case, condition B. Less than this and the comfort feeling begins to disappear.

How do you control pegging? The only way is to regulate the amount of

air you push through the evaporative cooler into and out of the laundry. For every ton of sensible cooling load* you have to handle in the laundry you have to supply 1,900 cubic feet of air a minute in Case A because it has so little cooling ability and 1,755 cubic feet per minute in Case B.

Now let's look at the second method of evaporative cooling (Fig. 2). Take the same two air samples, A and B, of Fig. 3, and push them through a coil of moving water. Then take it off to a cooling tower. The air has gone from point 1 in Fig. 4, labeled "Entering indirect stage," to point 2, which is the place where we started in the one-stage system above. Once the air has passed through the evaporative cooler it has a temperature of 74°F. for Case A and 60°F. for Case B. This means if you want to hold the dry-bulb air temperature to within the 10-degree limit of 95°F. as in the first example—namely, 86°F.—you can let

* Sensible cooling load represents the amount of heat, that is, B.t.u. put out by ironers, pressers, washwheels and so forth, that you have to physically push out of the laundry to cool off the air and the surroundings. Unfortunately, with the usual laundry a high humidity is characteristic so the true cooling load is a mixture of the sensible B.t.u. plus some extra cooling you have to furnish to combat the heavy water conditions in the air.

the air for Case A in the two-stage system rise 13°F. You will need to supply only 1,050 cubic feet per minute as against 1,900 c.f.m. for the one-stage system because the air is that much cooler. Case B will show a similar saving, 665 c.f.m. as against 1,755 c.f.m. of the above, for the same 17°F. allowable rise in temperature.

Obviously, the extra cooling tower plus the piping for the water and the dry coil will mean extra money. This extra money should be checked off against the savings in air that you will need and the fans that you will have to have to push the greater air flow of the one-stage system.

Laundry tips

Evaporative cooling of laundries and drycleaning establishments requires certain precautions. In spaces with high ceilings, spot cooling is usually employed. Various air flow rates have been used with a minimum of 500 c.f.m. per worker, ranging up to 800 to 1,000 c.f.m. per worker in locations such as Atlanta, Georgia. For adequate air motion around the workers, target velocities of 600 f.p.m. are used with supply velocities of about 1,000 to 1,200 f.p.m. Adjustable supply outlets for control of air quantity and pattern are necessary.

2 NEW NETS

PUT WHITEHOUSE FARTHER AHEAD

TC 840

X-15

In any business, the leader cannot become complacent about his products—or suddenly he is no longer the leader.

Whitehouse does not intend to be complacent. Hence, on this page, two new nets are announced to show again that Whitehouse will continue to lead the field.

The first new net (already proved successful in extensive commercial tests) is the TC840. Now the tremendous research and development which went into the production of the toughest tire yarn is being applied for the first time to a laundry net. This is a heavy duty product (priced amazingly low) that can give you strength, stability and SAVINGS which you surely should investigate.

Another brand new Whitehouse development, the X-15 net, has proven its advantages in actual commercial service. This is a knitted net of 260 denier nylon yarn, produced on tricot machines. It is made *full size*—no short change.

It's a better looking, longer wearing net. Check it with the others, and you'll see the difference. Or better still, *test* it against competitive brands and you'll *know* the difference. And this difference counts in your profit picture. For further information on either the TC840 or the X-15, write us directly or contact your local jobber. Whitehouse intends to stay ahead!



360 FURMAN STREET, BROOKLYN 1, N. Y.

CONTINUED LEADERSHIP THROUGH CONSTANT RESEARCH



It's true! OZONITE is the complete detergent that gives you better results at lower cost!

Have you used Ozonite lately? If you haven't you're missing the best Ozonite ever built for washroom efficiency and economy!

Ozonite has been improved by advanced scientific research in the famous Procter & Gamble Laboratories. It's a ready-to-use balanced blend of high titer soap and alkali builders that works to perfection in your washroom equipment.

When you use Ozonite you can count on superior soil removal . . . white whites and bright colors. And you get all this with broad safety to fabrics. What's more, Ozonite is simple and easy to use . . . even inexperienced washmen get top results with it.

For more information on Ozonite and how it can help you increase your efficiency and profits, write to:



PROCTER & GAMBLE, Manager, Bulk Soap Department, P. O. Box 599, Cincinnati 1, Ohio



LEADERSHIP

QUALITY

INTEGRITY

Let's face it...

COPY CATS



don't add to
progress or profit

THEY DON'T IMPROVE THE PRODUCT

THEY DON'T HELP THE INDUSTRY

That's why it pays to deal with
a major contributor to the industry

THAT'S WHY

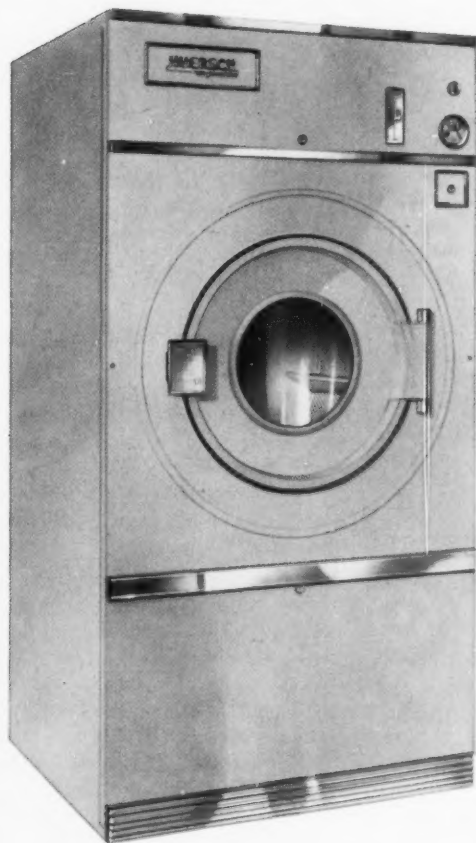
HUEBSCH LIVES UP TO ITS RESPONSIBILITY

TO THE

ENTIRE LAUNDRY AND DRY CLEANING INDUSTRY

HUEBSCH ORIGINATORS

offers this to the industry...



2. IMPROVED TOOLING

With a background of over 250,000 tumblers, a program of continuously improved tooling has taken place over the years. This considerable investment has resulted in a precision fabricated tumbler of superior workmanship and appearance, lower priced, and economical to maintain.

3. ECONOMICAL SPARE PARTS

Spare parts are priced not for profit but for service. Our aim is to keep your Huebsch tumblers in operation. Parts are readily available from our plant and many dealers. Interchangeability of parts also makes maintenance simple and easy. For your protection Huebsch will be here tomorrow for tumblers sold today.

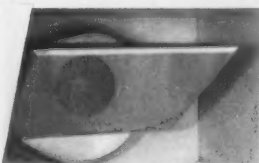
1. HUEBSCH ORIGINATOR FEATURES—Based on Continuous Research and Intensive Engineering

Huebsch invented the *open-end* tumbler-dryer and has produced more tumblers than all other manufacturers put together. The deep-down quality inherent in every Huebsch tumbler is the result of more than 50 years of intensive research, careful engineering and prideful workmanship.



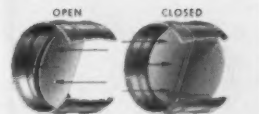
Magnetic Door Latch

Provides safe, sure, silent door closing. The modern designed latch eliminates triggers, buttons, springs.



Self-Cleaning Lint Screen

Automatically cleans itself and deposits lint on "Magic Carpet" for fast, easy removal. Customer need not bother with lint removal.



Automatic Back-Draft Damper

Prevents hot, damp air and lint from blowing back through tumbler into room. Protects pilot light, keeps surroundings cooler.



Customer-Designed Control System

Customer operated controls are within easy reach... easily understood. A wide range of temperatures available for various fabrics. In addition, Huebsch tumblers are guarded with the latest safety controls.

4. NATIONWIDE PLANT FACILITIES

With five plants located nationwide and a sixth in Toronto, you save as much as \$40.00 or more for each Huebsch 37 x 30 gas heated tumbler dryer in transportation costs alone and up to one week or more in shipping time.

5. ACTIVE PARTICIPANT IN THE INDUSTRY

Huebsch takes an active part in all phases of the textile maintenance industry and belongs to: American Institute of Laundering, National Institute of Drycleaning, Laundry and Cleaners Allied Trades Association, Linen Supply Association of America, Diaper Service Institute of America, and National Automatic Laundry and Cleaning Council. Huebsch secures and helps develop recognized approvals such as, City of Los Angeles, City of New York, C.S.A. and C.G.A.

HUEBSCH ORIGINATORS

Milwaukee 1, Wisconsin

First in Tumblers... First in Features

Garden Staters take closer look at coin-op cleaning

ONE OF THE MOST provocative features of the all-day convention in Newark, New Jersey, March 11, was the panel discussion on coin-operated drycleaning.

It helped to swell the attendance at the New Jersey Laundry and Cleaning Institute's 42nd annual convention to the 367 mark. It also gave those attending three views of this highly controversial subject.

THE MANUFACTURER'S VIEW

John Crouse, manager, Commercial Sales Division of the Whirlpool Corp., attacked the attitude of "so-called industry leaders who advocate a 'wait-and-see' policy towards coin-op drycleaning."

He claimed such opposition was based on emotion and not on fact. "Coin-ops have been tried," he said. "They've been available since January 1960. Our market surveys indicate that housewives want coin-op drycleaning and most of them are satisfied with the results. Only 7 percent said they didn't like it, but interestingly enough 96 percent of all those surveyed said they would use it again. Our studies further reveal that the heavy users have more children and higher incomes than the average users."

Mr. Crouse rebuked those who months before had "proved" coin-op cleaning could not be profitable.

"Much depends on location and how good an operator you are. We're not making extravagant claims nor are we saying that it's right for everybody. We don't know. All we do know is that our cost studies show the average load costs approximately 45 cents and our new machines are coming out with a \$2 coin slot."

Again and again throughout his presentation, Mr. Crouse urged the plantowners not to be guided by wait-and-see leadership. It's up to each plant owner to make his own decision: (1) look at the facts, (2) analyze them, and then (3) act accordingly.

THE OPERATOR'S VIEW

William Webb followed next with a report on his laundry and drycleaning village—Webb's of Wilmington, Delaware. (See story in February 1961 *National Cleaner*.)

Mr. Webb frankly admitted that he was an "expert" on coin-operations only by virtue of the fact that he had 15 weeks experience in the field.

He skipped over his first two months operations since the grand opening and bad weather "did not give a truly representative picture." He con-

centrated instead on the plant's February performance.

February figures: During this month, he said his 16 machines turned over 1,450 loads at \$1.50 per load and the operation came up with a loss of \$480.48 for the month.

One reason for this showing is that management prefers to depreciate its equipment over a three-year period—as is commonly the case in depreciating coin-laundry equipment—instead of for longer periods.

Second, the plant is attended by "counselors" who put in 40 to 45 hours a week helping customers.

Third, Mr. Webb has long believed the \$1.50 base too low and wants to raise it to \$2. (Had the machines been set for the higher rate, he figures he could have made \$200 on his volume in February.)

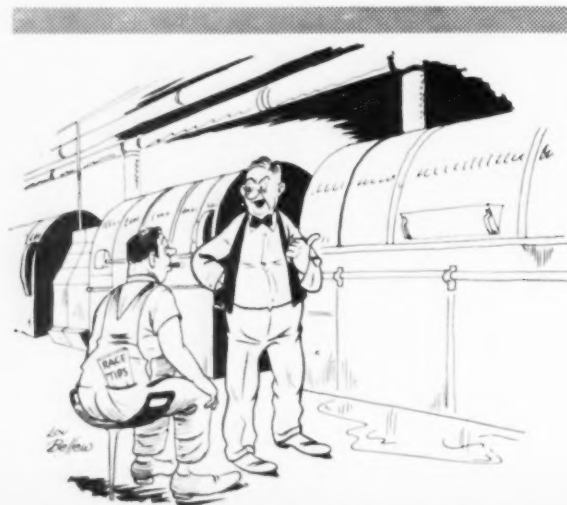
Peak periods: At the present time, Mr. Webb figures his plant is operating at about 50 percent capacity. It's open 110 hours a week. Hours are 8:00 a.m. to 10:00 p.m. weekdays and 9:00 a.m. to 6:00 p.m. Sundays.

Saturday is the busiest day. During the typical day there are three peak periods: from 9:00 a.m. until noon; 1:15 until 3:15 p.m. and from 7:00 until closing. The bulk of the business comes in during this nine-hour period, with 144 loads in a top day.

"I think you can make a profit in coin-op drycleaning," says Mr. Webb, "but it won't make you a millionaire in three years. Our business is running 20 percent ahead for the first two weeks of March and we expect to make a profit. Good location is important and we believe attendants are necessary to protect our investment. You must take care of your machines."

Lint problem: According to Mr. Webb, one of the problems that nobody seems to be aware of is that lint tends to accumulate on the face of the machine. "We find it necessary to remove the front of the machine once a month to get at the lint. The procedure takes about an hour, and with mechanics' charges at \$7.50 an hour, delinting

Continued on page 46



"Let's put it this way. If these washers were horses, a new jockey might get more out of them."



Nothing cleans and
brightens like
Diamond's
new
laundry alkali
ORTHOBRITE®

Easy to Use . . . Eliminates Waste . . . Dustless . . . Noncaking

A completely homogeneous flake of orthosilicate and complex phosphate with special brightener—produced by an *exclusive* Diamond process. Packed in 100-pound polyethylene-lined bags. • Recommended for institutional, family, diaper and linen-supply laundries. For technical bulletin, write DIAMOND ALKALI COMPANY, Union Commerce Building, Cleveland 14, Ohio.

- Uniform composition at all times!
- Reduces or eliminates bluing!
- White work is whiter — colors brighter!
- Reduces bleach consumption!
- Eliminates expensive brightener-sours!
- Will not cause discoloration!
- Ideal for all classifications!



Diamond Chemicals



**ONLY
BW NORGE
Drycleaners**
give you this
practical
**ADD-ON
PLAN**
to get you
started now

START NOW WITH ANY NUMBER OF BW NORGE UNITS...ADD MORE AS BUSINESS GROWS!

The BW Norge Add-On Plan is adaptable to any installation—now and in the future. Get immediate delivery on one or two BW Norge Drycleaners. Add-On more units at any time. But be sure you plan for additional space, so your capacity can grow as fast as your drycleaning traffic increases.

BUILD YOUR CAPACITY AS YOU BUILD YOUR VOLUME!

NORGE ANNOUNCES A NEW LINE OF COIN-OPERATED **BW DRYCLEANERS**

**NEW FULL FLEXIBILITY! INSTALL ANY NUMBER OF
MACHINES—IN ANY COMBINATION—FROM ONE UNIT ON UP!**

GET STARTED NOW in the profit-proved coin-operated drycleaning business with *any number* of BW Norge Drycleaners!

The new BW Norge Drycleaner lets you get into this fast-growing field *immediately*. Then, with BW Add-On units, you can build your capacity as fast as your business grows.

You can now, for instance, install *one* self-contained BW Norge Drycleaner. Or you can start with *two or more* BW machines that operate with Norge's proved central filter system.

The new BW Norge Drycleaners deliver top

cleaning quality with no sacrifice in efficiency. Norge's proved deep-bath action, with 9 gallons per minute solvent flow, assures customer-pleasing results.

Maximum solvent mileage gives you low per-load cost and top operating profit.

With immediate delivery... fully proved operation... and greatest flexibility, new BW Norge Drycleaners can put you in the profitable coin-op business right now. Let Norge give you all the facts.

Norge Commercial Sales, Dept. A16 Post Office Box 767,
Hinsdale, Illinois, Telephone Chicago WHitehall 4-0700



THE NORGE LINE ALSO OFFERS

NEW BW NORGE SELF-CONTAINED single-unit DRYCLEANER

Completely automatic... wholly self contained filtering system... full 8-pound-load capacity. An independent unit of proved quality for special installations where a very minimum drycleaning facility is needed.

Norge Sales Corp. is a subsidiary of Borg-Warner Corporation ©Borg-Warner Corporation, 1961



WORLD'S LARGEST MANUFACTURER OF COMMERCIAL COIN-OPERATED DRYCLEANING EQUIPMENT

Garden State looks at coin-op cleaning—continued

our 16 units costs us an extra \$120 per month."

Customer acceptance: "Don't think people are going to give you everything they've been saving up in the cellar. One housewife even came in with a wedding gown," reports Mr. Webb.

"Our best customer to date has been a woman who came in with enough drapes to fill eight cleaning units at one time. Comparing this order with the cost of our regular cleaning service, we figured she got \$54 worth of drapery done for only \$12. What woman wouldn't spend a day touching them up to save \$42?"

NID'S VIEW

Dr. Joseph Wiebush, director of research, National Institute of Drycleaning, summarized some of the studies made by NID on the subject of coin-op drycleaning but added that nobody had sufficient information to make a true evaluation.

Generally speaking, coin-op customers are pleasantly surprised with the results, and as they get bolder they bring in better garments. With this good experience they are then inclined to wonder why professional drycleaners charge so much.

Competition: "What effect do coin-ops have on established plants? It's too early to say," says Dr. Wiebush. "Preliminary NID studies in Albion and Effingham, Michigan, revealed that almost all of the five established drycleaners offered price reductions within four or five weeks after two coin-operated plants opened in the area." On this point Dr. Wiebush was very emphatic in warning that professional cleaners could not compete with coin-ops on costs.

Cleaners' queries: In the early days, Dr. Wiebush noted that professional cleaners were inclined to ask questions about the machines themselves. Now the big questions are: "Is it profitable?" and "Will it kill professional cleaning?" We can only assume that somebody will get hurt and the first will be the marginal operators.

Clean-only: "Clean-and-Steam, clean-only and other such cost-reducing

plans haven't gone over," says Dr. Wiebush, "because customers don't understand what they're getting. Perhaps after the general concept of coin-op drycleaning is sold, such plans may be better received. It takes education," concluded Dr. Wiebush.

OTHER CONVENTION HIGHLIGHTS

A symposium on direct selling occupied the better part of the afternoon session and this segment is featured elsewhere in this issue.

Harold Howe, manager, AIL's Washington office, brought the members up to date on proposed minimum wage legislation which was certain to pass and include the laundry industry momentarily.

The impact of such legislation will be felt most heavily, says Mr. Howe, by Cleveland, Indianapolis, St. Louis, Kansas City, Pittsburgh and 13 other

principal cities where up to 80 percent of laundry employees are working at rates under \$1 per hour.

Richard Anderson, Wyandotte Chemicals Corporation, gave an inspirational flip-chart talk entitled "Return to Selling." Rodger Jackson, managing director, Laundry and Cleaners Allied Trades Association, told how his members were working with customer associations for mutual profit. Hal Marx, Homestyle Laundry, Montclair, New Jersey, president of the New Jersey Institute, reviewed the accomplishments of the past year and goals for the future. Brief remarks were also made by Arthur E. Gelnaw, director and president-elect of the American Institute of Laundering, and Leo B. Ahern, director, National Institute of Drycleaning. Richard Whalen is executive secretary of the New Jersey Institute.—Henry Mozdzer

Laundry Managers ready plans for 21st National Conference

MIAMI BEACH will be the scene of this year's National Association of Institutional Laundry Managers conference. If you are planning to attend, it isn't too early to make your arrangements now. The four-day conference will be held at the Deauville Hotel, Miami Beach, Florida, May 3 through 6.

Here's the tentative speakers' lineup as it stands now:

Hospital Layout—panel discussion on 300-bed hospitals by H. S. Rohm, Troy Laundry Machinery Co.; Mal Hendley, American Laundry Machinery Industries; and Stanley Rosenthal, Washex Machinery Co.

Machinery Trends: Mal Hendley will look at the "Trends in Design and Production Possibilities of Future Laundry Machinery."

Blankets: A representative of the H. W. Baker Linen Co. is scheduled.

Organization and Association—Milton T. Raynor, Esq., Raynor & Mit-

chell, Attorneys, Chicago, will look objectively at NAILM's setup.

Linen Rental: Robert Gordon, Nathan Gordon Co., Los Angeles, will present the case for "Linen Supply in Institutions."

Uniform Pressing: Morris Landau will present a film on "Rotomatic Pressing."

Bactericides: Dr. J. H. Silliker, Swift & Co.

LM's Role: Samuel Gertner, executive director, Mt. Sinai Hospital, Miami Beach, will talk of "The Laundry Manager."

Members will also have the opportunity of measuring their aptitude for supervising people. A test on supervision will be available to the first 300 members requesting it. And the tests will be graded at the show. Tests will be identified by code numbers.

Also on the agenda is the annual election of officers. See you there. □□

Continued on page 50



KEEP RUNNING

with

R/M REVOLITE[®] Ironer Covers
R/M REVOLON[®] Ironer Pads

This pair puts a new aspect on flatwork ironer maintenance, because together these products form the most durable installation in the laundry business.

REVOLITE Covers are fine-woven asbestos—fine woven to impart a fine finish. REVOLON Pads are asbestos and Dacron,* expertly blended by specialists in asbestos.

*A Du Pont trademark

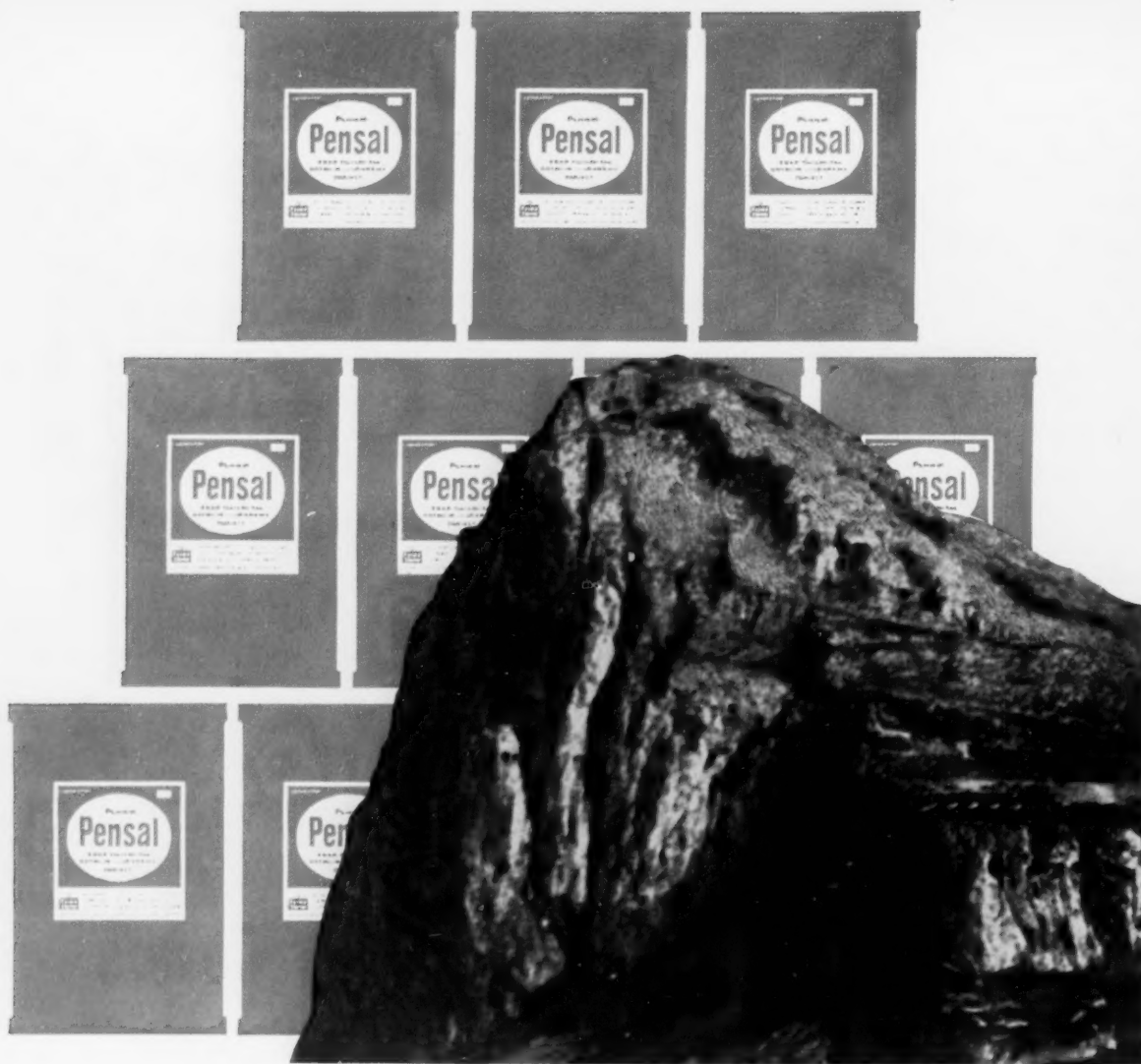
The covers resist moisture, reduce staining, cut down washovers. The pads maintain roll diameter and retain resilience. This combination is unsurpassed, providing a quality finish and dependable operation at high speeds and temperatures.

Write for full information and prices or ask to have a REVOLITE representative call.

Member A.I.L., L.S.A., N.A.I.L.M.

REVOLITE DIVISION
OF RAYBESTOS-MANHATTAN, INC.
500 Fifth Ave., New York 36, N.Y. Phone: BRyant 9-4390
SPECIALISTS IN ASBESTOS, RUBBER, SINTERED METAL, ENGINEERED PLASTICS





Pensal®... the Gibraltar of the Washroom

Like the Rock of Gibraltar, Pensal has withstood the test of time. Over the years this soap and detergent booster has remained one of the most widely used and reliable means of conserving washroom supplies. Today, in a rapidly changing industry, Pensal continues to be a leader. It is ideal for short formulas. It is dedusted, which makes it very easy to handle. Dependability and unchanging quality keep Pensal first choice with laundries everywhere. If you aren't already a Pensal user, see your Pennsalt distributor.

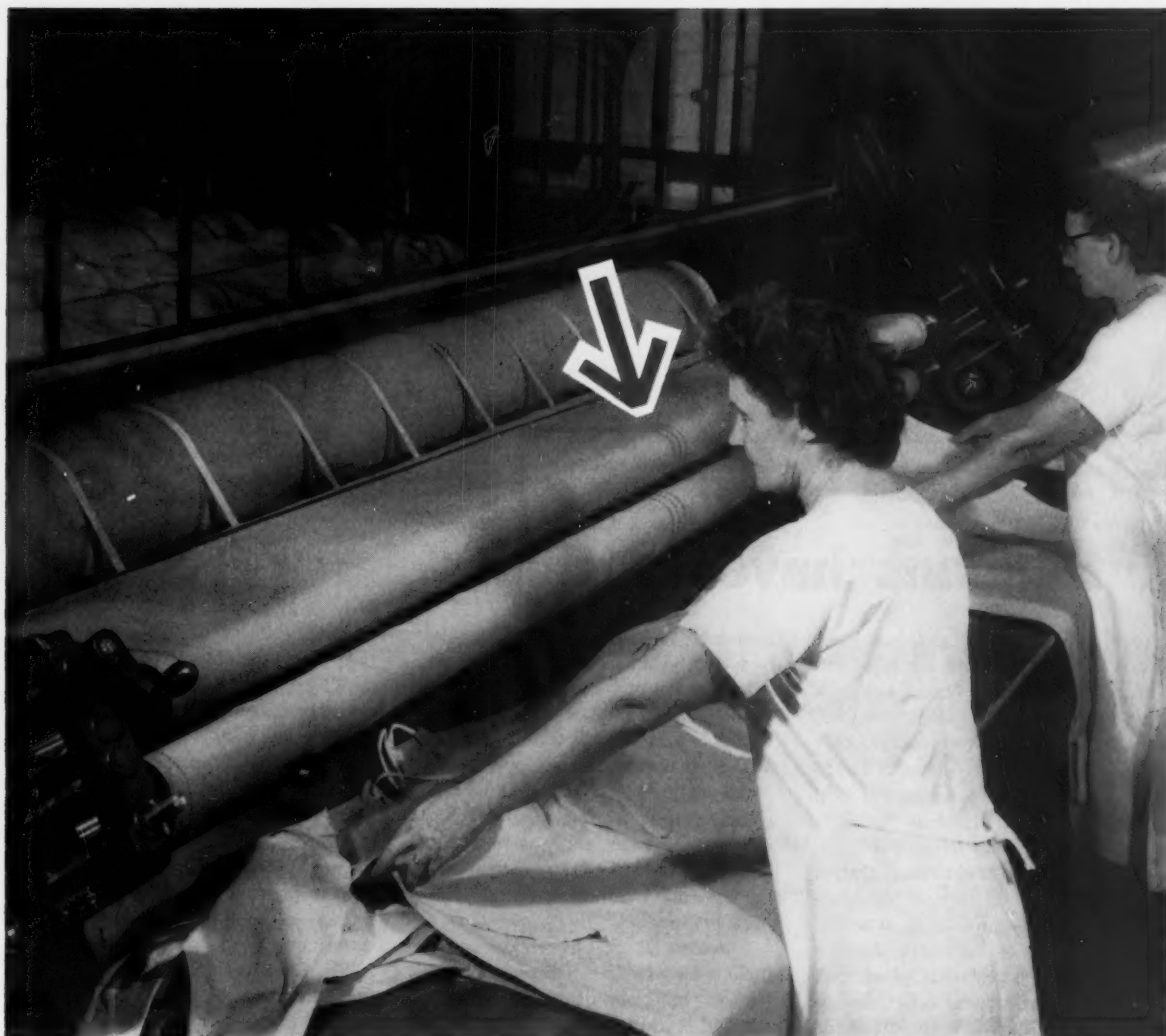


Laundry and Dry Cleaning Department

PENNSALT CHEMICALS CORPORATION

East: Three Penn Center, Philadelphia 2, Pa.

West: 2700 S. Eastern Ave., Los Angeles 22, Calif.



HOSPITAL LAUNDRY—One of the leading hospitals in Chicago recently undertook considerable modernization of their laundry operation. The new laundry is one of the most immaculate and efficiently run of its kind, providing for all the hospital laundering needs—from dining and bed linens to the gowns worn by patients, nurses and physicians. Thirty-four people work here, with a full crew that operates six days a week. One of the things that remains unchanged in this modern set-up is the use of Prosperity laundry aprons. They have been used almost continuously as far back as laundry personnel could remember. This is another example of how the fabrics produced by Mount Vernon Mills and the industries they serve are serving America.



Mount Vernon Mills, inc.
A LEADER IN INDUSTRIAL TEXTILES



SELLING AGENTS

Main Office and Foreign Division: 40 Worth Street, New York, N. Y. Branch Offices: Chicago • Atlanta • Baltimore • Boston • Los Angeles

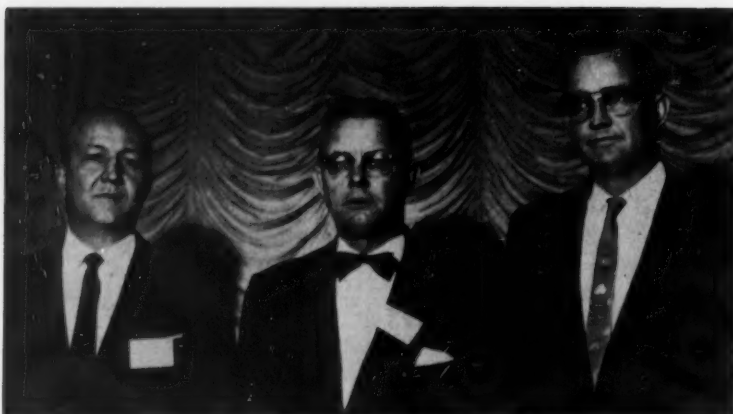
Always look for this purple stripe in all PROSPERITY* and ORIOLE* fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.

PROSPERITY and ORIOLE purple stripe fabrics are available ONLY from these laundry supply jobbers:

THE CARMAN CO., Denver, Col. • CARMAN-CONLEY, INC., Chicago, Ill., Indianapolis, Ind., Milwaukee, Wis. • CARMAN-MITCHELL-WING CO., Stoneham, Mass. • CARMAN OHIO CO., INC., Cincinnati, Ohio • CARMAN PITTSBURGH INC., Pittsburgh, Pa. • CARMAN SUPPLY CO., Cleveland, Ohio
JOHN P. LYNCH CO., San Francisco, Calif., Los Angeles, Calif. • MORRIS & ECKELS, INC., Alexandria, Va., Norfolk, Va., Baltimore, Md. • MORRIS & ECKELS CO., Jacksonville, Fla., Atlanta, Ga. • OSMUND & CO., Portland, Ore. • ROCHESTER CARMAN SUPPLY CORP., Rochester, N. Y. • JAMES E. ST. JOHN, Philadelphia, Pa. • E. J. THOMAS CO., Columbus, Ohio • THOMPSON-HAYWARD CHEMICAL CO.—CARMAN DIVISION, Fort Worth, Tex., Houston, Tex., Kansas City, Mo., Omaha, Neb., St. Louis, Mo., San Antonio, Tex. • H. D. TAYLOR CO., Buffalo, N. Y.

*Trademark Mount Vernon Mills, Inc.

APRIL, 1961



New Louisiana officers, left to right: William Blackman, secretary-treasurer; Crawford R. Frye, president; David Ogden, Jr., vice-president

Pelicans have full bill

MORE THAN 260 members and guests of the Louisiana Laundry and Cleaners Association heard a list of outstanding speakers discuss current industry problems at the organization's annual convention in New Orleans January 27-29. The meeting was held at the Monteleone Hotel, in the city's old French Quarter.

Featured speakers at the first session included W. A. Crosley of Minneapolis-Honeywell Regulator Co., who discussed the use of automatic controls in the modern drycleaning plant; Balfour J. Augst of Armour & Co., Industrial Soap Division, who explained the proper use of softening agents in connection with finishing no-starch shirts; and George Egeth, general sales manager of White Machine Company, Inc., who told his audience a number of steps they could take to increase sales at their call offices.

Mr. Egeth said that the will-call

customer, "who uses her own car, her own gas, oil, tires, and insurance to bring her laundry and cleaning to your plant, and who pays cash for your services, is one on whom you make money." He urged Louisiana plant operators to "take a tip from the supermarket," clean up their front offices, merchandise their services, and give customers "quality, their money's worth." He recommended calling in outside technical help on finishing.

Speakers at the afternoon session included Dean C. Allen of Allen and Vickers, Inc., who discussed plant layout and workflow arrangements in the modern drycleaning plant; Harry G. Cooper of The Prosperity Company, who spoke of the many changes that have taken place in the textiles maintenance industry; and John A. Balog, Cowles Chemical Company, who described various laundry procedures.

Mr. Cooper pointed out that people

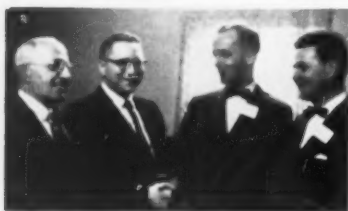
who buy high-priced clothing want exceptional cleaning service, and that many cities already have plants that specialize in handling such garments, at premium prices, sometimes as much as \$5 per suit.

The association's new officers for 1961 were announced at a dinner-dance at the headquarters hotel Saturday evening. They are: president, Crawford R. Frye, Youree Drive Cleaners, Inc., Shreveport; vice-president, David Ogden, Jr., Ogden's Quality Cleaners, Bastrop; secretary-treasurer, William Blackman, Louisiana Cleaners, Shreveport. Calvin H. Weiser of New Orleans was reappointed executive director and W. J. Edgett, New Orleans, was named sergeant-at-arms.

At the final convention session Sunday morning, featured speakers were Everett H. Brink, American Institute of Laundering; G. F. DeLorme of Signal Chemical Manufacturing Company; and Thomas J. Donohoe, National Institute of Drycleaning.

Mr. Brink told his listeners, among other things, that counter girls should be trained to handle complaints. Mr. DeLorme said that "the competition of the future is the coin-operated dry-cleaner," but that the coin-ops will also help to point up the advantage of the services offered by the professional drycleaner.

Mr. Donohoe, who showed an NID audiovisual sales training film-strip, pointed out that drycleaning salespeople must have confidence in the ability of their plants to perform the type of services the customer wants. Confidence and enthusiasm should be developed in all salesrooms because confidence builds sales. Sales training, he said, should be a continuing process. □□



Connecticut elects J. Fitzgerald (second from right), Home Laundry, New Britain, president. Left to right: F. Camparato, Pilgrim Laundry, East Hartford, first vice-president; A. Reiner, retiring president; L. Battiston, second vice-president

Nutmeggers shunt coin-op fears

INITIAL FEARS of coin-operated drycleaning have apparently diminished to the point where some plant-owners are at least willing to consider their possibilities calmly and objectively.

This change in attitude became rather evident at the Connecticut Launderers and Cleaners' 57th annual

convention which took place at Wallingford, March 18.

The turnabout developed here in a most peculiar way, indicating that Nutmeggers were not ready to pooh-pooh or close the door on the coin-op idea, as yet. Here's the way it happened:

Frank Pollatsek, executive director

Choose the right Ironer

FOR YOUR NEEDS

Whether you need an ironer for a new laundry operation or to replace an obsolete machine, it will pay you to get information and a quotation on a Chicago Ironer. Seven different basic sizes are available to meet 100 to 5000 pounds daily capacity requirements.

- ✓ TOP QUALITY FLATWORK
- ✓ REASONABLE INVESTMENT
- ✓ SMALL FLOOR SPACE
- ✓ LOW OPERATING COSTS
- ✓ STEAM OR GAS HEATED
- ✓ ADVANCED ENGINEERING
- ✓ PROVEN PERFORMANCE

Capacity ratings shown are based on Institutional Flatwork

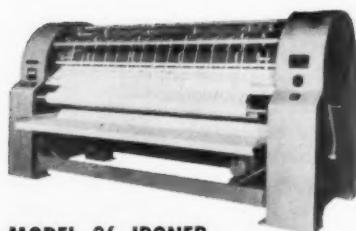
First in Flatwork Finishing

CHICAGO DRYER COMPANY

2212 NORTH PULASKI ROAD • CHICAGO 39, ILLINOIS

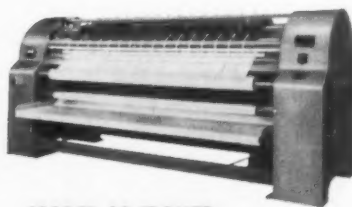
Contact your machinery distributor or write for literature today

606



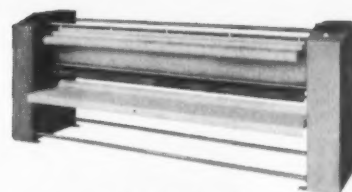
MODEL 36 IRONER

Available 100", 110" or 120" long.
Capacity gas heated—5,000 lbs.
per day. Capacity steam heated
—4,000 lbs. per day.



MODEL 30 IRONER

Available 100", 110" or 120" long.
Capacity gas heated—3,400 lbs.
per day. Capacity steam heated
—2,800 lbs. per day.



MODEL GA8 IRONER

Available 60", 85" 100" or 110"
long. Capacity gas heated—350
lbs. per day.



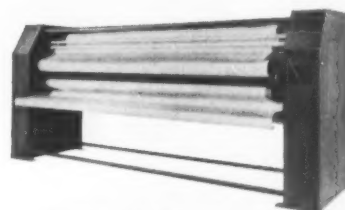
MODEL 11 IRONER

Available 60", 85" 100" or 110"
long. Capacity gas heated—600
lbs. per day. Capacity steam
heated—500 lbs. per day.



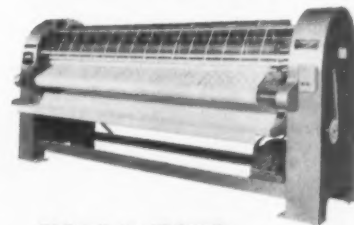
MODEL 16 IRONER

Available 60", 85" 100" or 110"
long. Capacity gas heated—1,000
lbs. per day. Capacity steam
heated—800 lbs. per day.



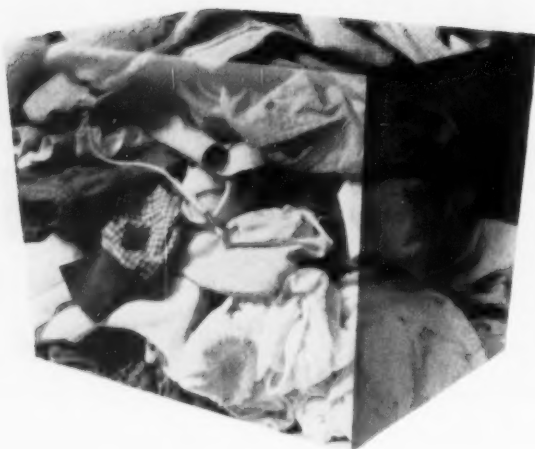
MODEL 18 IRONER

Available 60", 85" 100" or 110"
long. Capacity gas heated—1,200
lbs. per day. Capacity steam
heated—1,000 lbs. per day.



MODEL 24 IRONER

Available 100", 110" or 120" long.
Capacity gas heated—2,300 lbs.
per day. Capacity steam heated
—2,000 lbs. per day.



A HALF TON OF LAUNDRY



THAT REALLY GETS AROUND

Large or small laundry loads pushed about with ease in lightweight Shamrock Poly-Glas Trucks. They are built to stand hardest wear in busy washrooms with no upkeep. The truck is smooth inside and out, eliminating snags and tears. Resistant to chemicals and watertight. Drain hose and wood rack, standard equipment. Costs far less than metal trucks. For information on various capacity trucks write:

MEESE, INC. MADISON, INDIANA

CONVENTIONS

Continued

of the New York Neighborhood Cleaners Association, began his talk by cautioning his listeners not to be carried away by clichés like "you can't stop progress" and "the handwriting is on the wall" where coin-op cleaning is concerned. Nor to believe coin-op manufacturers' claims that "drycleaning will increase fivefold within the next few years."

He said his own opposition to the new development had been misconstrued; he did not think coin-op drycleaning could be stopped. He merely advocated a "cautious approach" and was only opposed to "high-pressure selling of untried equipment."

But then he went on to say that the home appliance manufacturers introduced coin-op cleaning to help stop their own shrinking sales. That they had made no market studies. And that they were not really interested in the professional drycleaner as much as they were in getting his endorsement of their product. That there was no indication this new market was profitable, etc.

He concluded by reporting that his association was issuing Health Alerts to local authorities on the hazards inherent in coin-operated drycleaning, and welcomed the members to copy NCA's suggestions to legislators on ordinances designed to slow coin-op inroads.

Mr. Pollatsek did such a thorough job in defending his stand that the one coin-op drycleaning manufacturer's representative on the program (James Griffith, district manager of Whirlpool Corp.) abandoned his prepared talk on the Barlow coin-cleaning installation and confined himself to just these few observations: (1) That Mr. Pollatsek had quoted certain things out of context; (2) that plantowners were buying coin-ops and some even planned multiple installations; and (3) that more stringent regulations and ordinances could backfire against some established professional plants.

In the open forum that followed, it became apparent that the audience's sympathies lay with the coin-op sales-

"Once in a Blue Moon"

**AN INDUSTRY PRODUCES
AN OUTSTANDING MACHINE**

Tumblette[®] *by* *Cook*

**MODEL M3750 (METERED)
MODEL T3750 (TIMER)**

Built under strict quality control that sets a new high standard for the industry... has self-clearing slug-rejector meter... safety door... gear driven transmission... perforated steel lint cylinder... separate high-low temperature control... stainless steel or high gloss enamel finish.



Tested, inspected and listed by Underwriters' Laboratories, Inc.

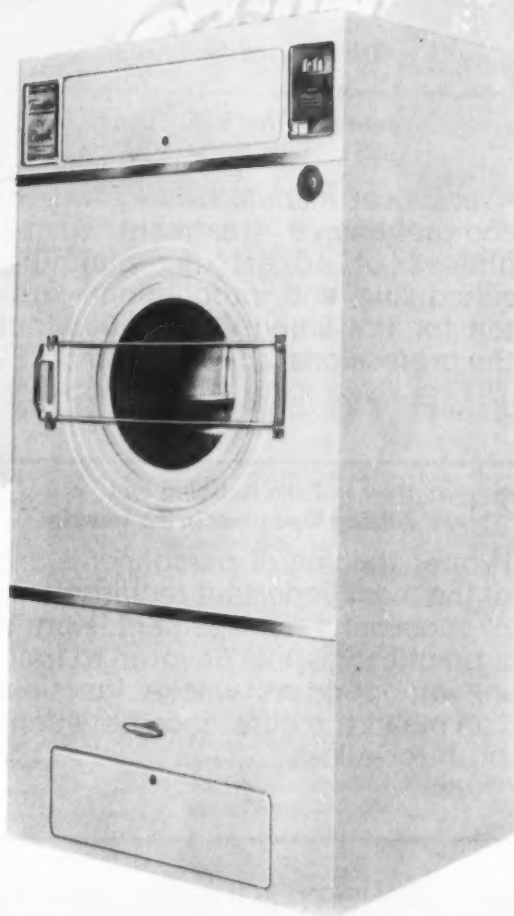


Tested and Certified by Canadian Gas Association.



Certified by CSA Testing Laboratories

These certifications and/or listings are for fuel burning equipment as well as electrical.



For illustrated brochure and name
of nearest distributor, write —

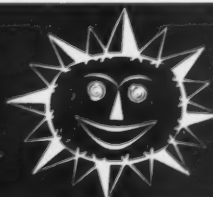
6046

COOK MACHINERY CO., INC.

WASHERS • EXTRACTORS • DRYERS

4301 S. Fitzhugh Ave.

Dallas 10, Texas, U.S.A. Telephone HAmilton 1-2135



Interested in Greater Profits?

Here are four manuals designed to provide you with down-to-earth facts that will help build your sales, operating efficiency and profits. Costing only \$1 each, they can be worth much more than that if you put them to work for you.

A single usable idea picked up from the manuals can be worth hundreds—yes, even thousands

of dollars to you.

Study the titles listed below—read the descriptions—then make your selections. Copies of each manual are still available but the supply is definitely limited. Send in your order today so that you can be sure to have your manuals to help you get your share of business in this growing industry.

Other successful laundries have bought these by the thousands!

<p>1. Advertising That Builds and Holds Laundry Business</p> <p>A practical manual dealing with a comprehensive treatment of all phases of advertising planning, scheduling and production—written for the laundry executive, not the professional advertising man. \$1</p>	<p>3. How to Build a Greater Demand for Your Professional Laundry Services</p> <p>A down-to-earth, realistic manual whose sole purpose is to help you create a bigger demand for your services. Tells how to stimulate route sales, promote over-the-counter sales, improve present services and better company relations \$1</p>
<p>2. How to Train Finishing and Folding Operators in the Laundry</p> <p>Proper training of personnel is one of the most important requirements of successful management. Here is a practical manual devoted to training of operators whose functions can mean the difference between a profit or a loss \$1</p>	<p>4. Coin-Operated Laundry Roundup</p> <p>This is the professional launderers' view of the hotly competitive coin-op field. Here is a series of case-histories slanted to the professional plantowner to give him an edge over the investment operator. . . \$1</p>

CLIP OUT AND MAIL ORDER TODAY

L-4

THE LAUNDRY JOURNAL, 466 Lexington Ave., New York 17, N. Y.

Please mail _____ copies of each of the manuals I have checked at the right. I have enclosed my check for _____ at \$1 for each copy.

NAME _____

FIRM _____

STREET _____

CITY _____ ZONE _____ STATE _____

1	_____
2	_____
3	_____
4	_____

CONVENTIONS

Continued

man (who was well known to them) and his understated defense. They made these feelings known by roundly applauding one plantowner who stood up and criticised some of Mr. Pollatsek's views and attitude.

* * *

Lino Battiston, Battiston's Cleaners of West Hartford and Wethersfield, said he saw no great market for "clean and steam" (he's doing \$300 a week with it) but believed one could be developed in time. Neither he nor Arthur Antonopoulos, Highland Cleaners, Lowell, Massachusetts, could see where coin-op cleaning was headed but both were interested in increasing the frequency of drycleaning.

Looking to the future, Dr. Joseph Wiebush, director of research of the National Institute of Drycleaning, saw costs rising, profits narrowing, keener price competition. But aside from coin-ops, he did not anticipate any revolutionary changes in machinery, equipment or supplies. While coin-ops were here to stay, he did not see their supplanting professional drycleaning.

Cecil Lanham, director of research and education, American Institute of Laundering, gave a slide presentation on the Armour Research study and the 11 preliminary recommendations made to reduce laundry distribution costs. (See last month's *LAUNDRY JOURNAL* reporting on AIL's Philadelphia convention.)

John Carruthers of John Carruthers & Co. urged the members to oppose Federal minimum wage legislation. But if it comes to pass, he favored raising prices to keep pace with increasing costs.

For the first time in the association's history, the members elected women to serve on the executive committee.

Mrs. Gerald Reuter, Stratford Laundry, Stratford, was elected secretary-treasurer. Mrs. Elsie Minty, Pembroke Laundry, Bridgeport, and Mrs. C. M. Dobbs, Monarch Laundries, New Haven, were named directors.

—Henry Mozdzer



Abbott Linen Supply of Cincinnati uses "bundle system"... finds Bunn Tying Machines "as important to us as the paper to wrap the bundles... They're great labor savers," says C. T. McClymonds, plant manager, "and far more efficient than gummed tape or other materials."

LAUNDRIES EVERYWHERE PROVE:

It's too costly to tie by hand

In laundries across the country, where Bunn Machines have modernized bundle and package tying, managers report:

"We now tie 66% more volume in 25% less time"... "It would take 10 hand tyers to equal the output of our Bunn Machines"... "Machines have repaid their cost in labor savings alone"... "We've reduced an all-day linen service bundle tying job to less than two hours."*

Anything you now tie by hand in your laundry or cleaning operation... roll towels, bundles,

shirt boxes, flatwork—even shirts before washing to prevent tangling... can be tied better, at lower cost and up to 10 times faster on a Bunn Tying Machine.

Size or shape makes no difference. The machine adjusts automatically and always ties a slip-proof knot that holds tight. Bunn machines are completely safe... virtually maintenance free... easily operated by anyone without special skill or training... readily movable to different locations for various jobs.

Send now for descriptive booklet.

PACKAGE TYING MACHINES for over half a century

BUNN

B. H. BUNN COMPANY

7605 Vincennes Ave., Dept. LJ-41 Chicago 20, Ill.
Export Dept.: 10406 S. Western Ave., Chicago 43, Ill.

MAIL THIS COUPON NOW

B. H. Bunn Co., Dept. LJ-41
7605 Vincennes Ave., Chicago 20, Ill.

Please send free booklet which illustrates how we may cut costs with Bunn automatic tying.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

association ACTIVITIES

Finish Laundry Finishing Course

Eleven laundrymen and allied tradesmen recently completed the laundry finishing course at the AIL's School of Laundry Management. Students and instructors shown are:

First row, from left: Dick Powell, Ajax Pressing Machine Co.; Frank Day, Ancon Laundry Panama Canal Co., Balboa, Canal Zone; Bob Strebel,



The Greatest Advancement in Coin Laundry Equipment... the UniMac 600!

**NEW DESIGN!
NEW FEATURES!**



NEW DESIGN—Streamlined control panel enhances beauty and eliminates need for bulkheads. New Plexiglas "See Thru" rinse-extractor cover. New rinse-spray assures customers a thoroughly clean washing compartment.

NEW FEATURES—Exclusive Protectomatic coin meters reject slugs, counterfeit coins and any coin other than that for which meter is set.

- Denomination settings can be easily changed to meet changes in price conditions.
- Built-in counting device automatically counts coins—protects receipts.
- Meters protect customers from loss by rejecting coins when equipment is in use or in case of power failure. Annoying and questionable refunds are eliminated.
- Customers have complete control of wash time and cycle.
- Rinse-extractor operates automatically when coin is inserted in meter.



Write Today for FREE Color Brochure DEPT. S-41

UniMac Company

802 Miami Circle, N. E. • Atlanta 5, Georgia

Strebel's Laundry, Center Moriches, N. Y.; Bob Harris, American Laundry Machinery Industries; Steve Farmakis, Ajax Pressing Machine Co.

Second row: Percy Riggsbee, Johnson-Forrester, Inc., Durham, N. C.; Ernie Chappel, North-West Laundry Ltd., Winnipeg, Man., Canada; Don Ernster, Northwestern Laundry, Milwaukee; Phil Steinberg, Crib Diaper Service, Inc., Chicago; John Hebel, American Laundry Machinery Industries.

Third row: Lee Johnston, manager of laboratory departments; Ev Brink, production and engineering department manager; Dan Christenson, production and engineering department. Not shown is student Krister Persson, A. B. Malmo-Tvatten, Malmp SV, Sweden.

Canadian President Elected

Kenneth R. Holt has been elected president of the Canadian Research Institute of Launderers and Cleaners. Mr. Holt is vice-president and assistant general manager of New System Laundry and Cleaners Ltd., St. John, N. B., Canada. For the past two years he headed the Institute's Atlantic region.

Round Table Held

The annual conference of The Round Table of Launderers and Dry Cleaners was held recently in New York City. A total of 25 men and their wives attended the three-day conclave and heard such topics as cost-saving improvements, telephone procedures and coin-operated drycleaning discussed. This year's conference leader was Fred McBrien of Holland Laundry and Dry Cleaning Company, Philadelphia. Lawrence Adelman, Adelman Laundry Company, Milwaukee, was elected chairman for 1962.

Continued on page 58

Stains are no strain . . . when you bleach white shirts with the safe and effective chlorine in Ad-Dri bleach. Just add it *dry* to your wash. Use your handy Dri-Ader cup for the right amount, get controlled bleaching action consistently . . . with no zig-zag results. And tensile strength loss is less, to add more life to every laundered piece . . . give each customer another good reason for coming back. Write for literature to: **Olin Mathieson, Baltimore 3, Maryland.**

Just add it dry from the drum . . . **AD-DRI®**

CHEMICALS DIVISION **Olin**



association activities—continued

Bureau of Standards Releases Training Films

A slide-tape presentation designed to help employees realize how their actions lose customers has been prepared by the Bureau of Laundry and Drycleaning Standards, 2025 Eye Street, N. W., Washington 6, D. C.

The presentation, "An Adventure With Mr. Wisdom," is accompanied by a suggested-use outline to help supervisors use the visual aids to best advantage. The complete package is available through Bureau members at

\$37.50 for the first set and \$25 for the second. Rentals are at \$15 per week. A handy table viewer projector is also available at \$30.

The Bureau has also prepared a set of slides showing the fine points of finishing and folding shirts to assure quality satisfaction. One set is available for each of three well-known manufacturers' equipment. The Shirt Slides sell for \$35, additional sets at \$25.

Growing Hospital Market Discussed

Complete proceedings of a two-day conference on linen supply services for "The Growing Hospital Market" are available to members of the Linen Supply Association of America. The publication helps answer such questions as: Can a linen supplier compete for this business? Whom must we sell? What's different about landing a hospital account?

The Famous "ONE-SHOT" Laundry Compound -

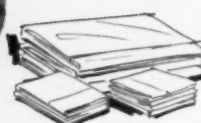
Colgate KWIKSOLV



for shirts...



for linens, towels...



for flatwork...



for diapers...

KWIKSOLV gives you all these advantages:

- ★ Fast removal of oily soil and stains
- ★ Practically dust-free formula
- ★ More effective dispersal of heavy soil
- ★ Savings in time and money
- ★ Special brightener for whiter, brighter washes
- ★ Better rinsing—uniform high-quality results

Best of all, Kwiksolv is complete—no break compound or supplementary alkalies are required. For better-than-ever results on every type of wash, get Colgate Kwiksolv—the "one-shot" compound—today!

Available in 110-lb. bags.



WRITE FOR PRICES AND LITERATURE TODAY

Associated Products Division
COLGATE-PALMOLIVE COMPANY

300 Park Avenue, New York 22, New York

Atlanta 8, Ga. • Chicago 11, Ill. • Kansas City 11, Mo. • Newark 2, N. J. • Oakland 12, Calif.



Strictly For The Birds

"Old Head-In-The-Sand has an odd way of solving problems. Strictly speaking, his approach is for the birds... but not for humans."

"As a business or professional man it behooves you to look many places for the answer to a pressing problem."

"Maybe it's close at hand—in your head, on your desk, or in your firm's experience."

"But more often the answer may lie afield, outside your own area of experience or operations. And that's when your trade or professional association can lend a valuable helping hand."

"A direct benefit of membership in your association is the wealth of specialized information available to you: industry wide statistics, results of research projects, educational programs, and many more."

"Of course, your association's effectiveness as a voluntary organization depends on the active interest of its members. That's you. And when you belong to and support your voluntary organization you're helping to encourage the growth and development of every person who has the capacity to grow. You're helping your industry to move ahead, the best direct action you can take to insure the steady and dynamic growth of the economy as a whole."



Pete Progress
Speaking for progress through
voluntary organizations

LCATA Cooperates With Chamber of Commerce

The Chamber of Commerce of the United States is publishing an ad plugging trade associations every other month in *Nation's Business*.

The Laundry and Cleaners Allied Trades Association is cooperating with this program by asking its members to offer reprints of the ads to plant-owners.



PORTRAIT OF PERFECT TUMBLING

This is a photograph of perfect tumbling action in a Hoyt Westport II Dryer.

The cause: the exclusive Loadtrol (patent applied for) which adjusts basket speed according to the load and also causes just the right "drop" at the proper frequency.

The result: a soft, fluffy wash which requires a minimum

of finishing; no harshness or abrasion because of clothes riding around side of basket; fast drying; gas savings. This means satisfied customers who tell others.

Why not join the trend towards Hoyt?

Hoyt features are incorporated in machines sold by other leading manufacturers. Look for them when you buy.

Send for Dryer Bulletin

HOYT

3 FORGE ROAD, WESTPORT, MASS.

HOYT MFG. (CANADA) LTD. TORONTO

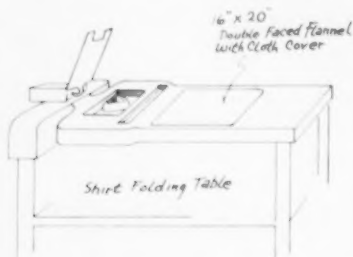
DISTRIBUTORS IN PRINCIPAL CITIES • AUTOMATIC DRYERS RECLAIMERS SNIFF-O-MISERS WATER & SOLVENT CHILLERS

bellew PRINTS by LOU BELLEW

A WHILE BACK I mentioned that I had made a return call on a laundry where a couple of years ago I had stolen every idea in the plant. Remember how that second visit resulted in more and better gadgets than I had uncovered on the first round? Well, it happened again. This time it was at the Corfee Laundry & Cleaners in Sacramento, California.

REMOVING CLAMP MARKS

Al Corfee runs a lot of sport shirts through the cabinet-type shirt units and found it desirable to remove the imprint of the tail-band clamp on the front of these garments before sending them out. For this purpose and for occasional touch-up on regular shirts, he installed a steam iron at the side of the folding table. On top of the folding table he placed a small 16-by-20-inch ironing pad of double-faced flannel with a cloth cover.



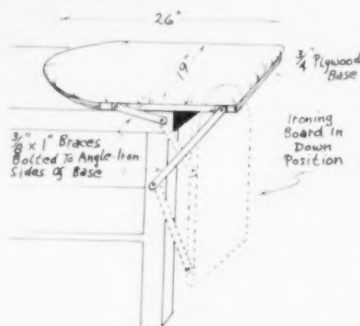
When the operator positions the sport shirt on the folding table, she winds up with the imprinted portion of the shirt lying flat on the ironing pad. Holding the tail up with one hand she can quickly iron out the imprint with a little lost motion.

SHIRT TOUCH-UP BOARD

Where considerable touching up is needed on shirts the small 16-by-20-inch ironing pad is inadequate. For the occasional shirt that needs extra attention it was decided to include a larger ironing surface at the folding tables in order to keep these shirts

with their proper lot without undue delay.

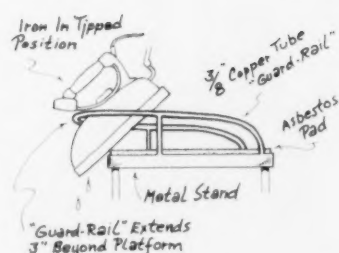
Flip-up ironing boards are now mounted to the ends of the folding tables. When not in use the ironing board hangs down at the end of the table out of the way. To position the board for use the operator simply lifts the board and it flips over onto the back edge of the folding table in a horizontal position.



Inch-wide metal strap braces make possible this quick change of the boards from a perpendicular position to the horizontal position needed. Three-quarter-inch plywood forms with 1-inch angle iron along both sides are connected to the metal legs at the end of the folding table with the metal strap braces. The boards are exactly the width of the folding table and 26 inches long, with a rounded end. (The drawing tells it far better than words.) Al says it has been a great aid to smoother production.

STEAM-IRON SUPPORT

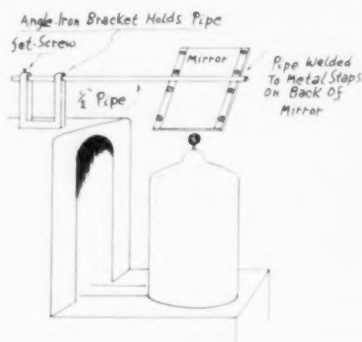
Here is an idea to keep steam irons from getting knocked off their stands. It's a little guard rail made of 3/8-inch copper tubing soldered to the metal frame that holds the asbestos base for the iron. The tubing sits about 1 1/2 inches above the asbestos base and extends beyond the point about 3 inches, much like the bow pulpit of a salt water sport fishing



cruiser. This permits the iron to be held in a tipped position when not in use, thus eliminating the mess ordinarily caused by condensate from the hose draining out onto the asbestos base.

SHIRT BACKS MIRRORED

At Corfee Laundry & Cleaners a mirror is used so the operators can see if the back of the shirt is positioned properly when placed on the cabinet-type body form. In this case a 9-by-9-inch "U" of angle iron is bolted to the top of the shirt cabinet, to hold a length of half-inch pipe in a horizontal position out over the top of the shirt form.



This half-inch pipe is welded to metal straps on the back of a 14-by-20-inch mirror set in a wooden frame, about the center of the mirror. Since the other end of the half-inch pipe fits snugly into holes in the supporting angle-iron bracket, it was easy to position the mirror at the proper angle by turning the pipe.

NEW

ALKADET

complete detergent for **HEAVY SOIL**

INDUSTRIAL LAUNDERING

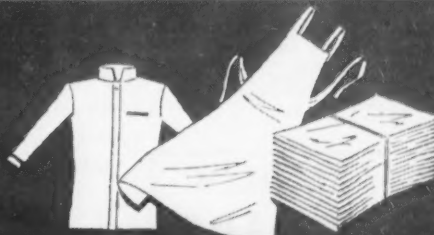
ALKADET was especially developed to remove the kinds of greasy industrial soil which penetrates deep into fabric and fibres. The synthetic detergents and alkalis used in Alkadet do not ionize or undergo hydrolysis when diluted. Therefore, it is not affected by heavy soil concentrations and hard water.

Alkadet is well suited to the "one shot" formula because the entire amount needed can be added to the wheel at one time.



LINEN SUPPLY

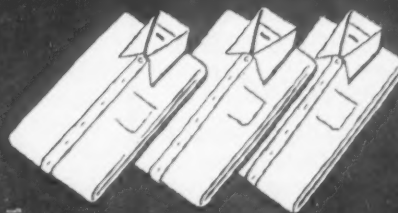
ALKADET is safe for whites and all fast colors. In the wash-wheel, ALKADET makes a permanent emulsion of grease and soil which no amount of heat, dilution or mechanical action will break down. As a result, the full value of high temperature water can be utilized with no chance of soil being redeposited on the goods.



SHIRT LAUNDRIES

Stains on collars and cuffs are often difficult to wash out, especially in the limited time cycles allowed by some automatic washers. Alkadet provides the extra cleaning power to remove ground-in soil without prespotting.

See for yourself how Alkadet can benefit you. Contact your distributor today or write direct for Alkadet folder.

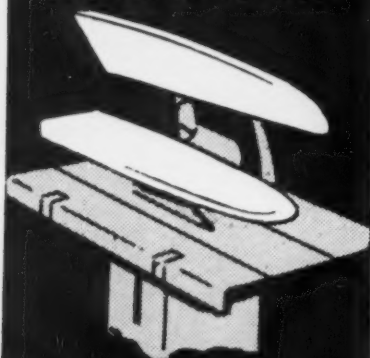


KEEVER-BEACH

Products

THE KEEVER STARCH CO., COLUMBUS, OHIO

"Tailored-to-Fit"



STAD-SPUN and STAD-TEX PRESS COVERS

**treated for longer
wear with special
fabric formulations**

STAD-SPUN all spun nylon covers, made regular and "form fitted" for all presses where a non-slip, non-stick cover is needed.

STAD-TEX filament nylon covers, especially developed for sleeve, yoke and backer presses.

BOTH FABRICS have improved heat and abrasion resistance.

Write for samples that show the various types of STAD-SPUN and STAD-TEX Press Covers.

New! STADHAM NYLON PADS

28 and 48 oz. wt.
CUT TO FIT ALL PRESSES

Special!

NYLON DACRON FLEECE
for wings and
expander blades



Sold through all
leading distributors

STADHAM

COMPANY INC. • HERAZON DIVISION
1825-21 North 20th St. • Phila. 21, Pa.

manufacturers of—pads, covers, bags
aprons, tapes and textile specialties

SEEN AND HEARD

There are now approximately 25,000 nursing homes in this country providing some 450,000 beds. According to the Public Affairs Committee study, there is an immediate need for 323,000 beds to provide for the fast increasing number of older people in the population.

▲
The Feminine Touch: When all else failed to get its service station dealers on a "clean-up kick," the Union Oil Company of California employed a corps of attractive girls to stage surprise inspections to rate the stations for cleanliness and service.

▲
If you have difficulty keeping new fiber names, process names and product names in order, there's a good reason for it. At the present time, there are well over 1,000 separate and individual trade names in man-made fibers and processes alone.

▲
Arthur F. Silbert, vice president of Standard Financial Corporation, predicts a 20 percent jump in the number of coin-operated laundries and a 25 percent boost in such laundry revenues as new coin-operated drycleaning equipment comes into vogue.

▲
NID's *Saturday Evening Post* promotion was supported by only 20 percent of its membership and is being dropped.

▲
The Linen Supply Association of America's recent survey to determine interest in the hospital service field netted 378 replies. Of this number 103 said they were already providing such service and 275 said they were keenly interested in this \$70 million dollar a year market.

▲
Arthur E. Gelnaw, Westwood (New Jersey) Launderers-Cleaners, Inc., will succeed Gene Hawk as president of the American Institute of Laundering in June.

**ANDERSON
COLLAR
SUPPORT**

PATENTED

FAST

ECONOMICAL

STAYS IN PLACE

AVAILABLE IN

3 GRADES . . . Deluxe, Standard and Economy grades offer a selection of price ranges to the plant operator.

2 COLORS . . . now—a choice of green or blue to harmonize with your present packaging.

Write for 500 free samples.

ANDERSON
COLLAR SUPPORT CO.

1443 East 120th Street
Cleveland 6, Ohio

The AIL plans to conduct a study comparing the cost of in-plant institutional laundry service with commercial laundry service.

▲
At the present time, there are 11 groups in the country that are interested in working up a cooperative Public Relations program for the laundries in their areas.

▲
An irate woman just called to find if there is just one laundry in New York City where she can get shirts and sheets done without having them bleached.

▲
A number of plantowners see "bob-tails" as a potential market for coin-operated drycleaning establishments.

▲
More than 42 percent of the owners of self-service, coin-operated laundries are over 60 years old, according to a study made by the Standard Financial Corporation, New York City.

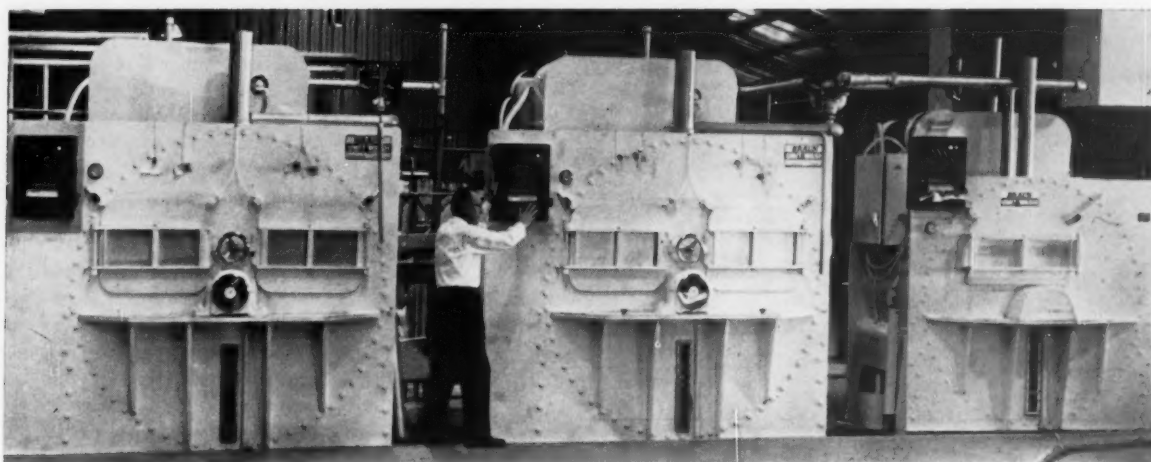
▲
Some \$400 million worth of laundry and drycleaning equipment, machinery and supplies are sold in this

BRAUN

UNIT - WASH

Washer-Extractor

Hits Peak Production in Limited Work Area



Installation of two 600 and one 400 BRAUN Washer-Extractor Units in Desert Hand Laundry, Palm Springs, Calif.

GREATER VOLUME in $\frac{1}{3}$ the SPACE

Maximum performance in minimum space is another outstanding feature of BRAUN Washer-Extractors.

At the Desert Hand Laundry in Palm Springs, three units produce over 3,000 pounds of wash per hour in less than a 30-foot area—or, 100 pounds per lineal foot per hour.

Other installations would require three times as much floor space to produce the same volume. Substantial savings in labor, materials and time are also realized.

Commercial laundries, hampered by cramped quarters, find that BRAUN can economically solve the problem.

Over 1,200 installations—Processing over 10,000,000 lbs. per week.

G. A. BRAUN, INC.

**OUR ONLY
BUSINESS IS
WASHER-
EXTRACTORS**



Pioneer in Automation

461 E. Brighton Ave., Syracuse, N. Y.

NEW LEASE PLAN

available to all qualified commercial, institutional, diaper, linen supply laundries. Short or long term to meet your needs.

MOST COMPLETE RANGE OF WASHER-EXTRACTORS

60	250-275
100	300-325
200	375-400
	600-650

SEEN AND HEARD *continued*

country annually, yet the average allied trades firm makes only 2½ per cent profit before Federal taxes.

Peter Gunn does it again. The TV private eye solved a murder which had been committed by the use of carbon tetrachloride fumes emanating from a newly cleaned rug. Last year

he caught the bad guys who loaded a body into a coin-op tumbler and set it for "Fluff Dry."

There are 60,000 fewer jobs in the laundry industry today than there were in 1947, according to statistics compiled in recent Minimum Wage hearings.

The Phillips-Van Heusen Corporation will spend \$2 million to promote its new Vanalux shirt to be released this fall. It incorporates a new nonresinu-

ous finish which is said to be far superior to resin-finished wash-and-wear cottons. The new finish is called "Ganalok."

"The Growing Hospital Market"—a 102-page handbook published by the Linen Supply Association of America—notes that there are 12,000 hospitals in the United States with more than 2,000,000 beds using 20,000,000 of linens per day. The handbook sells for \$15.

On the drawing boards at Best Laundry, Savannah, Georgia, are plans for installing a Turkish bath on the premises. Plantowner R. E. McKim believes the idea offers a profitable means for utilizing excess steam from his plant.

Changing Times magazine (March issue) estimates the average homemaker's time is worth \$1.22 an hour for the task of washing and ironing. In a typical week the washing labor cost is estimated at \$4.68 and ironing an additional \$1.83. That's \$6.51 per week or \$338.52 per year for labor alone.

South Carolina launderers and cleaners are concerned by the state legislature's proposal to introduce a 75-cent-an-hour wage minimum and to raise the sales tax another 1 percent. They are currently paying out 3 percent of every dollar's business taken in.

The Association of Casualty and Surety Companies released a Hazards Bulletin on Self-service Laundries and Dry Cleaning Establishments (Number Z-120, February 1961). The five-page report lists just about every conceivable thing that could go wrong right down to slipping on wet floors, and suggests ways to minimize such hazards. It does not attempt to enumerate the frequency of occurrence.

Eight diaper service companies serving New York City, Westchester and Long Island were charged last month with conspiring to fix prices and destroy competition at a cost to customers of "more than \$1,000,000 annually."



TO MEET YOUR
DEMAND FOR LONGLIFE
APRON DUCK AND
COTTON PADDING

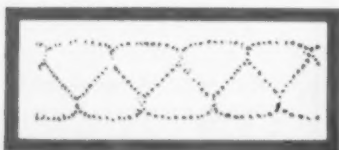
...we enlarged our Atlanta mill

Longlife Apron Duck is preferred because:

1. It delivers a beautiful, smooth finish
 2. Woven to provide a minimum of stretch
 3. Costs less per day of operation
- One reason for its durability is that Longlife Apron Duck has more threads per inch—it's 4 x 5 ply instead of the usual 4 x 4. Longlife outwears duck of comparable weight by 20% and leaves less im-

pression on finished work because the weave is finer. Another feature: The four control lines woven into the fabric make the apron run true.

Because we have been supplying laundries direct for nearly 60 years, we know the requirements of your operations and can satisfy all of your fabric needs. For further information about our line, ask any Tingle, Brown office to send a sales-serviceman to your plant.

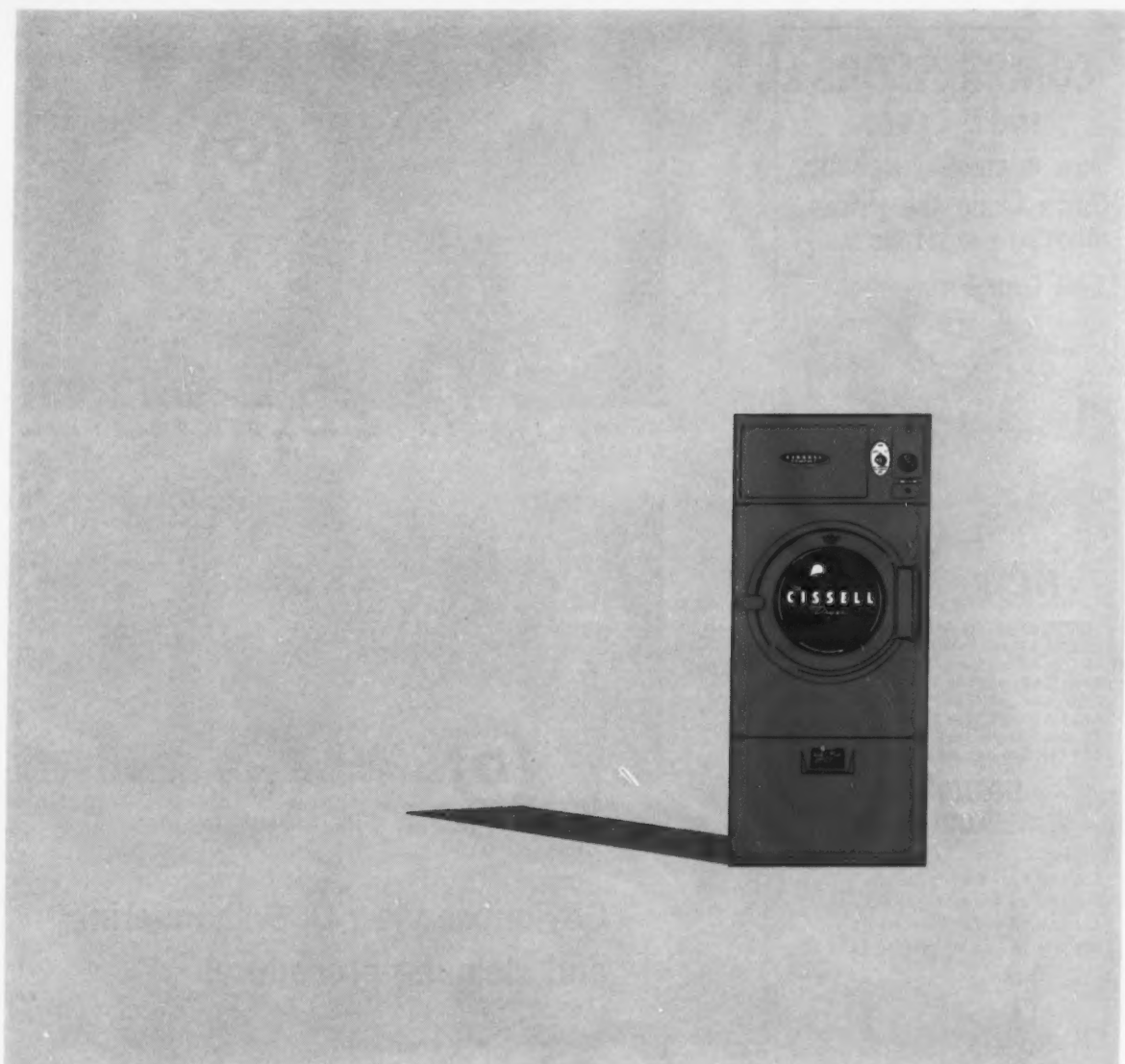


Cross-section diagram showing the knitted construction of our ¾" cotton padding for presses and flatwork ironer rolls. Cotton gives you more absorbency and resiliency than any other material. Tingle, Brown cotton padding retains its resiliency because it is knitted uniformly with exclusive double-filled rovings. Non-burning warp yarn substantially increases its useful life.

TINGUE, BROWN & CO.

1765 Carter Avenue • New York 57, N. Y. • CYPRESS 9-8800
1227 Wabash Avenue • Chicago 5, Illinois • HARRISON 7-0083
723 E. Washington Blvd. • Los Angeles 21, Calif. • RICHMOND 9-6023
507 Bishop St. N. W. • Atlanta 13, Ga. • TRINITY 4-3864





HOW BIG SHOULD A SMALL DRYER BE? BIG ENOUGH TO HOLD 25 POUNDS FOR ONE THING! WHEREVER BIGNESS COUNTS, THE CISSELL COMPACT IS BIG — IN CAPACITY, IN VALUE, IN PERFORMANCE. **BUT** WHERE SMALLNESS COUNTS, IT'S SMALL. IT WILL SAIL THROUGH ANY 29" DOOR, WILL SQUEEZE INTO SPOTS WHERE FULL SIZE DRYERS JUST CAN'T GO. AND IT'S "SMALL" IN COST, TOO ... TO BUY, TO OPERATE. **OH**, YES, IT'S BIG ON FEATURES! THE FULL-WIDTH, WIDE-OPENING ACCESS DOOR, THE CISSELL-BUILT GEAR REDUCER, THE TEMPERATURE-LIMITING THERMOSTAT, THE HI-LO TEMPERATURE CONTROL AND THE ALL-METAL LINT DRAWER ... TO MENTION JUST A FEW. INTERESTED? **CONSULT YOUR JOBBER**, HE'LL MENTION A LOT MORE COMPACT FEATURES. W. M. CISSELL MFG. CO., INC., LOUISVILLE, KY. PACIFIC COAST OFFICE, 4823 W. JEFFERSON BLVD., LOS ANGELES.

CISSELL

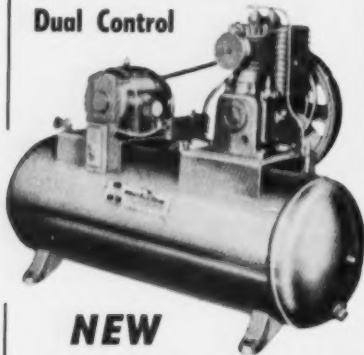
COMPRESSORS

1902 - 1961

New & Quality Rebuilds
Down Come the Prices

80-100 psi 3-60 220/440 Motors

Dual Control



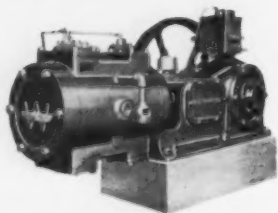
NEW

8 CFM 60 gal. Tank 1 1/2 HP	\$ 360
10 CFM 60 gal. Tank 2 HP	398
15 CFM 60 gal. Tank 3 HP	470
25 CFM 60 gal. Tank 5 HP	528
35 CFM 80 gal. Tank 7 1/2 HP	852
48 CFM 80 gal. Tank 10 HP	952
79 CFM 120 gal. Tank 15 HP	1,395
100 CFM 120 gal. Tank 20 HP	1,595

HORIZONTAL WATERCOOLED - NEW

80 - 100 psi

138 CFM 7 x 7 Worthington HB
234 CFM 9 x 9 Worthington HB
465 CFM 12 x 11 Worthington HB
686 CFM 14 x 13 Worthington HB

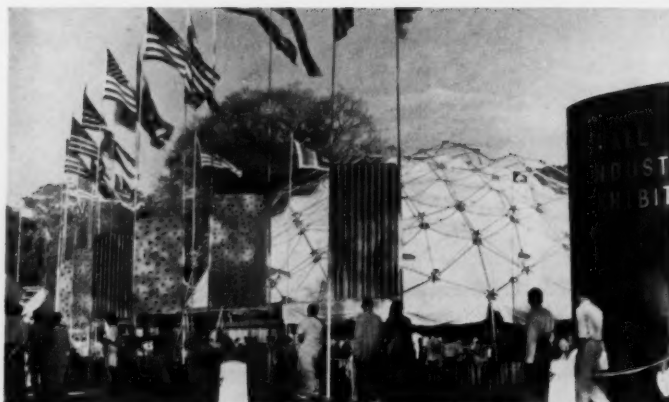


REBUILT - PERFORMANCE TESTED

80 - 100 psi Save 40% to 60%

66 CFM 6 x 5 Ing. Rand ERI
100 CFM 6 x 7 Ing. Rand ESI
138 CFM 7 x 7 All makes
183 CFM 7 x 7 Joy WG9
234 CFM 9 x 9 All makes
240 CFM 10 x 9 Penn. 3A
321 CFM 10 x 11 Ing. C.P.
465 CFM 12 x 11 All makes
503 CFM 12 x 13 Worth. HB
686 CFM 14 x 13 Ing. Rand ESI
Steam driven—Many sizes in stock

American Air Compressor Corp.
48th & Lajour, North Bergen, N. J.
Union 5-4848



The Stars and Stripes beckon Ceylonese to the U. S. Small Industries Exhibition



Governor-General Sir Oliver Goonetilleke of Ceylon (with umbrella) listens to Harold Bleicher explain uses of American laundering equipment

Ceylonese view U. S. laundering and cleaning procedures

Commercial laundry and dry-cleaning equipment, demonstrated at the recent U. S. Small Industries Exhibition in Colombo, Ceylon, was viewed by more than one-tenth of the country's population. There are less than 10 million people in Ceylon. During the 30 days the exhibition was open, more than 1,660,000 people passed through.

A small shop was assembled by Brownlee Associates, Inc., of Bethesda, Md., and placed in charge of Harold Bleicher, general manager of Marvel Cleaners and Dyers, Silver Spring, Md.

During his tour as technician-in-charge of the exhibit, Mr. Bleicher estimated that he had shaken hands with more than 15,000 Ceylonese who were eager to know about the American people and the United States.

Working conditions for the Silver Spring cleaner were a bit different than at home. The temperature hit about 100 degrees every day and once a cobra, trying to get a better look at the equipment, crept into the exhibition booth. The reptile was frightened off by native workers who were assisting Mr. Bleicher.

The American equipment was shown to be readily adaptable to Ceylon's underdeveloped economy. In less than a week, Ceylonese students were taught how to use the machinery, doing an expert job.

Firms who participated in the exhibit were Huebsch Originators, Milwaukee; Kling "100" Corporation, Franklin Park, Ill.; Bill Glover, Inc., Kansas City, Mo.; Ajax Presses, Salt Lake City, and Chicago Dryer Company, Chicago.



Slaughter houses for ordinary fender cloths

Most fender cloths are quickly turned into rags in these places!

But not fender cloths of **100% virgin Acrilan® acrylic fiber**. They can take care of themselves. Why? They resist anything a garage or laundry can deal out. Scorching heat. Shrinking. Spilled battery acid. Oil. Grease. Grime. Fender cloths of 100% Acrilan go through countless launderings without stiffening, without weakening. You'll rarely have to mend them.

And they take care of your investment in them, too. Fender cloths made of Acrilan cost slightly more than ordinary cloths, but they outlast them by 4 to 1.

Obviously, they're a smart investment.



Chemstrand has licensed this "A" symbol trademark as an important trademark for these fabrications that provide safety, function, and consumer value. In order to obtain a license to use this trademark, the fabricator must meet certain rigid specifications as established by The Chemstrand Corporation.

Chemstrand makes only the fiber; America's finest mills and manufacturers do the rest.

THE CHEMSTRAND CORPORATION • GENERAL SALES OFFICES: 350 FIFTH AVE., NEW YORK 1, N. Y. • DISTRICT SALES OFFICES: 350 Fifth Ave., New York 1; 3½ Overwood Rd., Akron, Ohio; 197 First Ave., Needham Heights, Mass; 129 West Trade St., Charlotte, N. C.; California Office: 707 South Hill St., Los Angeles 14. Canadian Agency: Fawcett & Co., 34 High Park Blvd., Toronto, Canada • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala.; CHEMSTRAND® NYLON—Pensacola, Fla.

ALLIED trade NEWS



G. B. MOERSDORF



JOHN M. COOK



LUTHER WALLACE, JR.



MAJOR F. ABBITT

Procter & Gamble Distributing Company has appointed G. B. Moersdorf Eastern zone manager in the Bulk Soap Department. He came to P & G in 1951, and spent two years in the Case Soap Department before being transferred to the Bulk Soap Department. He will be located in Summit, N. J.

John M. Cook, founder of Cook Machinery Co., Inc., has expanded his activities by becoming president of Cook Enterprises, Incorporated. Mr. Cook's plans for the subsidiary include going into the materials handling field.



The Laundry and Cleaners Allied Trades Association board of directors met during the recent AIL and NID conventions. LCATA directors shown are:

Seated (from left): Louis Dulberg, Morris Landau, Carl S. Hulen, L. S. Smith III, Alexander Guss and J. M. Chisholm. Standing: Wayne Hanson, H. E. Richardson, N. L. Strike, J. Robert Conley, Wilbur M. Johnson, John K. Clement, Robert W. Allen, Ray G. Johnson, William J. Bucklee, Oliver H. Castle, M. M. Baddeley, Ed Ewell, Rodger R. Jackson, W. R. Monro, E. H. Russ, Walter J. Wahlen.

Keyes-Davis Company has purchased the Bar-Key Identification System from Barker Manufacturing Company. Both firms are in Battle Creek, Mich. The business will be operated as a separate Bar-Key Division of Keyes-Davis. Guy F. Bonfiglio of Keyes-Davis will take over primary sales responsibility, while James Barker will continue with the business as a consultant.

Ed L. Nelsen, 65, senior salesman for the Troy Laundry Machinery Division of American Machine and Metals, Inc., has retired after 40 years of service. Mr. Nelsen joined Troy in 1920 as a lathe operator in the machine shop in Chicago. The plant moved to East Moline, Ill., in 1922, and he was promoted to foreman in the assembly section. He joined the sales force in 1926.

Luther Wallace, Jr., has been appointed to the sales-service staff of The Keever Starch Company. He has completed the Keever-Beach technical training course at the company's home office in Columbus, Ohio, and has a background of 13 years in the field. He will handle the complete Keever-Beach line in Alabama, Mississippi and western Tennessee.

Major F. Abbitt (that's his first name, not a title), a graduate of the National Institute of Drycleaning, has joined Wyandotte Chemicals' St. Louis district as a field sales-service representative for its Laundry and Textile Department product line. He has many years of experience in the field, including managing and superintending a Shreveport plant for 14 years.

Donald Cox has been appointed sales manager of Divco-Wayne's Divco Truck Division in Detroit. While assistant sales manager at Divco for two years he was responsible for the division's dealer expansion program.



Mrs. Esther McCabe, director of *Parents'* magazine's consumer bureau, is shown congratulating Jack A. Coleman, head of Econ-O-Wash sales, American Laundry Machinery Industries, on Econ-O-Wash's being awarded the *Parents'* Commendation seal for its coin-operated laundry equipment.

Econ-O-Wash now has two seals of approval: one from *Parents'* and one from *McCall's* magazine.

KOHNSTAMM CHEMISTRY SERVING THE FAMILY AND SHIRT LAUNDRY...



THE "LAST"
IS DEFINITELY
NOT LEAST...
switch to mild, safe

H-K Dry Bleach and Detergent

Shirts not only retain their whiteness but *last* longer with H-K Dry Bleach and Detergent—the safety-first champion of long linen life!

So, play it both *safe* and *white*—switch to H-K Dry Bleach and Detergent. It makes short work of stubborn stains...keeps white work really white...has a special soap-stripping action...and reduces tensile strength loss to the minimum. H-K Dry Bleach and Detergent acts selectively on stains rather than on the fabric.

Perhaps, Nuclor—another Kohnstamm dry bleach—may be more specific to your needs. Find out about both. Write today—and take advantage of Kohnstamm's 111 years of service to the textile maintenance industry.

SERVICE IS
OUR WASH-WORD!



Established 1851

H. Kohnstamm & Co., Inc.

NEW YORK 13, 161 Avenue of the Americas . . . CHICAGO 11, 11-13 E. Illinois St.
LOS ANGELES, (P. O. Address) 2632 E. 54 St., Huntington Park, Calif.

Foremost Manufacturer and Distributor of Quality Laundry and Cleaning Supplies

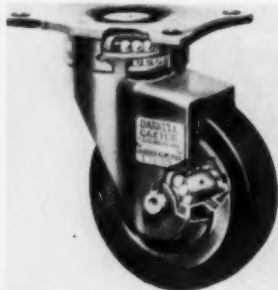
ALAMEDA • ALBANY • ALBUQUERQUE • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI • CLEVELAND • COLORADO SPRINGS • DALLAS • DAYTON • DENVER
DETROIT • FARGO • GREENSBORO • HOUSTON • INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS • MINNEAPOLIS • NEW ORLEANS • OMAHA
PHILADELPHIA • ST. LOUIS • SAN ANTONIO • SEATTLE • TULSA

FACTORIES: BROOKLYN, N. Y. • CAMDEN, N. J. • CLEARING, ILL. • CHICAGO, ILL. • KEARNY, N. J. • NEWARK, N. J. • LOS ANGELES, CALIF.

Just Out!

ASK YOUR
DISTRIBUTOR
FOR THIS
FREE MANUAL

New edition of
valuable data book!



DARNELL CASTERS AND WHEELS

Here's a book that should be in your files. Describes over 4000 types of Darnell precision engineered casters and wheels. Its detailed completeness enables you to specify the exact model to fit your individual needs, to meet all floor, equipment and load conditions with various top plates, stems, special fittings and rubber or steel tread wheels. 192 pages of helpful information that assures savings when you

Demand Darnell Dependability

Look in the
YELLOW PAGES



Call your nearest

DARNELL DISTRIBUTOR

DARNELL CORPORATION, LTD.

**DOWNEY (Los Angeles County) CALIF.
37-28 SIXTY-FIRST, WOODSIDE 77, L.I., N.Y.
36 NORTH CLINTON ST., CHICAGO 6, ILL.
1000 PEACHTREE N. E., ATLANTA, GA.**

NEW PRODUCTS—continued from page 6

loss. They come completely packaged and wired.

Steamaster Automatic Boiler Company, 5819 Compton Ave., Los Angeles 11, Calif.

FLEXIBLE FILTER

The Per-Flex Combo is a new filter system said to be unbridgeable and nonclogging. The filter tubes are completely flexible. The tube sheet which holds the tubes is free-floating within the filter body, attaching only to the shaft that comes through the head.

Per Corporation, P. O. Box 305, Orange, N. J.

NEW HEATING UNIT

Hi-R-Temp liquid phase heater uses heat transfer oils to achieve high temperatures without high pressure. The unit modulates automatically, operates up to 600°F, is available in ranges from 1,250,000 to 4,375,000 B.t.u. Bulletin No. 4023 describes the unit.

Vapor Heating Corporation, 6420 W. Howard St., Chicago 48, Ill.

STORAGE PROMOTION

This sample Pac of business and sales aids for promoting storage contains samples of bundle-envelope stuffers, button-hanger cards to promote box, general and fur storage, storage receipts, identification tags, listing slips and advertising string tags. A three-color catalog illustrates items not included in the Pac, such as decals, signs, pins, storage boxes, window streamers, displays and ad mats. Pac sent on request.

Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

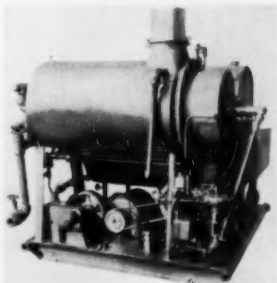
STAIN-REMOVER FOLDER

A new folder describes over 40 stains on which TarGo is said to be effective, also explains its various advantages.

A. L. Wilson Chemical Co., 1050 Harrison Ave., Kearny, N. J.

INCREASED TRUCK WARRANTY

Factory warranty on all new International Harvester trucks has been extended to cover either 12,000 miles or 12 months, whichever comes first. Previous policies covered 4,000 miles or 90 days.



OVERHEAD AIR VACUUM

The new overhead Dryset air vacuum unit has been designed for the plant where floor space is at a premium. Available to handle from four to eight press installations, it has all features of the standard vertical units including interchangeability of all turbines and condenser tanks, lintproof construction, triple-size cooling fan.

Lamson Corporation, Lamson St., Syracuse 1, N. Y.

SELF-CONTAINED CLEANER

An automatic coin-operated self-contained drycleaning unit cleans three or four men's suits, eight to ten dresses or two topcoats in 45 minutes. The new unit is designed for small drycleaning establishments, small hotels and hospitals.

Norge Division, Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54, Ill.

IMPROVED DRIER

New features of the Jet 60 commercial drier include posi-

tive heat flow, a repositioned burner unit with new baffling, a modified impeller system, more rigid lint door and a self-cleaning lint trap. The manufacturer claims that tests show 27-pound loads fluff-dried in less than 15 minutes at a reduced temperature of 180°.

Clesco National Products, Inc., 249 W. Mitchell Ave., Cincinnati 32, Ohio.

FINISHING LINE EXPANDED

Three new presses have been added to the Adjusta-Form line of finishing equipment. The new line will include offset, utility and legger presses and puff irons. The additions will enable the manufacturer to supply complete silk, wool, and pants units.

Wichita Precision Tool Co., Inc., 450 Seneca, Wichita, Kans.

BAG STORAGE INFORMATION

Literature on cloth-bag storage is being offered, including specification and printing data.

Stadham Company, Hexagon Division, 1825-31 N. 20th St., Philadelphia 21, Pa.



COMPUTER SERVICE

A new computer service makes electronic data processing available for the first time to companies as small as a store with one cash register.

Any firm equipped with a National adding machine and a punched paper tape recorder will be able to use the new service. The computers also process paper tape created by accounting machines and cash registers equipped with recorders. The centers will also process punched cards.

National Cash Register Company, Dayton 9, Ohio.

ADVISE ON PERC USE

R. R. Street & Co. Inc., now servicing customers of Frontier Chemical Co., Wichita, Kans., manufacturer of PerSec perchlorethylene, will advise interested laundrymen who run a drycleaning operation on the operation and maintenance of equipment, solvent purification and methods to obtain the best results from PerSec.

R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

COIN-OP VACUUM

Pullman Vacmobile is recommended by the manufacturer for use in coin-ops to pick up spilled suds and water, clean walls, pipes, etc. The Vacmobile is mounted on large wheels for easy handling, comes with a complete set of tools and accessories.

The Pullman Vacuum Cleaner Corp., 25 Buick St., Boston 15, Mass.

SAVE FOR COIN-OPS

These giveaway banks are designed to encourage customers to save their change for use at your coin-op. They are available for nickels, dimes and quarters. Sample, cost sheet and suggested ad copy on request.

Fultz Advertising Specialties, 1029 Boyd, Traverse City 1, Mich.

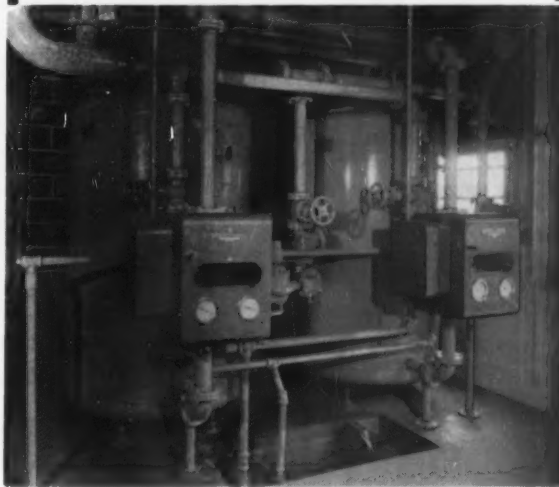
CONTROL SYSTEM ADDITIONS

Three of the four new Temco-matic central control systems for coin-op laundries are designed for smaller coin-ops, controlling from 30 to 42 machines. The other is for apartment house installations. All models have a special feature allowing pre-setting of sev-

MORE THAN 4,000 LAUNDRIES*

USE

INVERSAND ZEOLITE WATER SOFTENERS!



Here's Why . . .

- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets

* Suitable for both commercial and institutional laundries. Send for Bulletins giving full details—or ask to have Representative call without obligation. Specialists for 50 years in the economical over-hauling, rebuilding, and modernizing of all makes of water softeners.

HAT SERVICE

HUNGERFORD & TERRY, INC.

CLAYTON 8, N. J.

AWAY GOES YOUR APRON PROBLEM with the **ZEIDLER APRON "SUR DRIVE"** for Flatwork Ironers

- No more wrinkling
- No more slippage
- No continual tightening

No matter how many "miles" of flatwork, your Zeidler "Sur-Drive" will avoid wrinkling and slipping . . . will eliminate the re-tightening that shortens apron life!

The "Sur-Drive" is a spiral wound material having a special "pebble finish." It is easily installed by your own engineer on both upper and lower drive rolls. The pebble finish assures true-tracking of both aprons—in fact, we guarantee both aprons will track together!

"Sur-Drive" is supplied in lengths to fit all standard apron drive rolls. Order enough for all your ironers now!

FEED RIBBON "SUR-DRIVE" FOR LONGER RIBBON LIFE AT LOWER COST

A special rubber material which is cemented to ribbon drive roll and prevents slippage of Feed Ribbons, thereby eliminating wrinkles that slipping ribbons cause. Used and endorsed by scores of leading laundries. Furnished in complete kit, ready for easy installation by your engineers. Write for price.

GET FULL DETAILS ON THE "ZEIDLER" LINE

- "Duro" Spring Pads for Laundry Presses (including Cabinet Types)
- Stripping and Guide Device for Ironers
- Steel Spring Cushions for Chest-Type Ironer Rolls
- Doffer Rolls
- "Perma" Spring Pads for Drycleaning Presses.

Available from your distributor or write

ZEIDLER

MANUFACTURING COMPANY

633 CONCORD AVENUE, MAMARONECK, N. Y.

eral price categories simultaneously.

Temco Industrial, Ling-Temco Electronics, Inc., Box 6191, Dallas, Tex.



AGITATING FEATURE

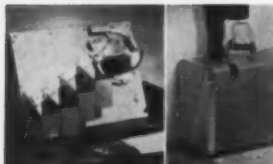
Maytag's new commercial coin-operated washers have a consumer-type feature, a detergent-dispensing agitator to provide more uniform distribution of dissolved detergent. It is also said to create additional patterns of water turbulence for increased washing action.

The Maytag Company, Newton, Iowa.

COIN COUNTER-SORTER

Model CS-100A portable coin counter-sorter handles pennies, nickels, dimes and quarters. Half-dollars remain in the hopper. The lightweight unit is said to count and sort 15,000 coins per hour.

Standard Change-Makers, Inc., 422 E. New York St., Indianapolis 2, Ind.



NEW GRID PLATE

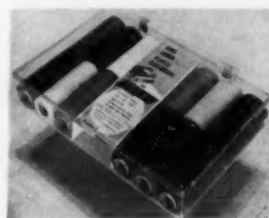
Patented No-Lift Grid Plate is said to prevent garments from lifting when the head is released and automatic vacuum applied. Now standard equipment on the manufacturer's air-operated trouser legger presses.

New York Pressing Machinery Corp., 880-888 Broadway, New York 3, N. Y.

MENDING KIT

Iron-On fabric mending tape now comes in a combination package of 12 assorted colors of 72-by-3-inch tape in a moisture- and dustproof transparent plastic case.

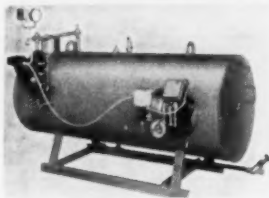
Lucas Products Corporation, 3839 Seiss Ave., Toledo 12, Ohio.



HORIZONTAL BOILERS

A new line of automatic self-contained horizontal firetube boilers features a side-firing design that reduces floor space. Boilers are rated at 6, 12, 15, 20 and 30 hp. at 100- or 125-pound working pressure; fire oil, gas or combination.

Lookout Boiler & Manufacturing Co., Manufacturers Rd. and Compress St., Chattanooga 5, Tenn.



LIQUID SIZING

Siz-A-Tize is a new water-white liquid dry sizing with Ray-Light brightener, said to

impart brilliance and depth of color. Garments can be treated by dip, spray or bath methods.

The Dixo Company, Inc., 158 Central Ave., Rochelle Park, N. J.

BLEACH BOOKLET

"What Is the Proper Procedure in Bleaching?" is the latest Philadelphia Quartz Question & Answer booklet on washroom practice. Inorganic liquid bleach, calcium hypochlorite and organic dry

bleaches for family flatwork, institutions and linen supply are discussed.

Philadelphia Quartz Company, 1158 Public Ledger Bldg., Philadelphia 6, Pa.

MERCHANDISING PROGRAM

A series of window and truck banners, decals, newspaper and direct-mail ad mats, button tags and radio discs featuring Rudy Vallee are part of the new Sanex mothproofing promotion. The program also includes the annual Sanex Sweepstakes with top prizes of two Dodge Lancers, two trips to Las Vegas and two to Miami Beach.

Signal Chemical Mfg. Co., 5020 Richmond Rd., Bedford, Ohio.

IMPROVED BOILER

The improved Parker Economy Horizontal Drum steam boiler features automatic controls, comes in sizes from 7 to 25 hp. in gas, oil or combination gas-oil firing. A bulletin is available.

Sid. E. Parker Mfg. Co., 2061 E. 37th St., Los Angeles 58, Calif.

NEWS ABOUT people

NORTH CENTRAL

Chief Laundry, Chicago, Ill., was toured recently by members of the Mothers' Club of St. Ladislaus School.

Tidy & Trim Laundry & Dry Cleaners has been established at 5182 N. 35th St., Milwaukee, Wis., by Jim Mayer and Gaylord Van Wey.

Crown Laundry and Dry Cleaning Co., 2901 E. Washington St., Indianapolis, Ind., has purchased Fame Laundries, Inc., 1352 N. Illinois St. According to Walter H. Montgomery, board chairman of Crown, and F. Elbert Glass, president, the transaction does not include real estate.

William Parsons, president of Peerless Laundry and Dry Cleaning Co., Elyria, Ohio, has announced the purchase of Mahala Laundry and Dry

Cleaning Co., 235 Jackson St., Sandusky. Peerless plans to open a cash-and-carry outlet at that location.

Mr. and Mrs. Dean French held a grand opening recently at their new Tip Top Laundry, Guthrie Center, Iowa.

Staples (Minn.) Laundry has been purchased by Harold Kiewel, from W. E. Fezler.

Mr. and Mrs. Robert Anderson held a grand opening recently at their Coleman (Wis.) Laundry.

Diamond Laundry and Dry Cleaners, 68830 Main St., Richmond, Mich., owned by Max Wolfe, has completed installation of new drycleaning equipment.

Bill Shelton and Ted Price have leased space on Main St., Muscoda, Wis., for establishment of a laundry.

EAST

Charles Lanis and Herbert Launiere were given the Consolidated Laundries Corp. Oscar Award at a dinner held in their honor in Union, N. J., recently. Both men achieved over \$50,000 sales in 1960. Mr. Lanis is a 25-year veteran and Mr. Launiere 20-years.

Stapleton Laundry Service Corp., Staten Island, N. Y., was toured recently by a group of West German visitors who are in the United States to study American laundering and drycleaning methods.

Joe Ross, president of Kilip Laundering Co., Albany, N. Y., has announced the appointment of Hal LeRoy as general manager of the plant. Mr. LeRoy is a former staff member of the National Institute of Drycleaning.

James P. Garrity, president and general manager of Hessler Laundry and Dry Cleaning Co., Wilkes Barre, Pa.,

ONLY

MIRACLE WATER

SAVE

Competitively
Priced
Includes
Prepaid
Freight

SERVICE

FAST
Nationwide
FACTORY
SERVICE
•
FREE Water
Analysis



Model MA-600FF

OBSOLETE
Single Bed
Water Softeners

AUTOMATION CAN DO YOUR WATER CONDITIONING JOB!

Tri-Matic

3 Units In 1

Fast-Flo

Capacity

Compact

Guaranteed

Electrically operated, completely automatic control of times and frequency of regeneration. Pushbutton adjustment of control when demand fluctuates.

No Hardness, No Rust, No Stain-Causing Impurities. Continuous refined water 24 hours a day. Clean, dry, self-feeding salt supply with metered brine. No float or valving in salt or brine.

Flow rates of 100 gallons per minute at 40 psi. Full 2 inch flow. Expandable to 6 inch line by addition of modular units.

Basic MA 600 FF unit removes up to 600,000 grains of hardness daily. Capacity expandable by economical addition of modular units tied into one unified system. Grows with your business!

Optimum utilization of mineral and multiple-bed alternating regenerations eliminate bulkiness. Installed by one man in a few hours in confined, separated, isolated or waste areas. Equipment will pass through any 29" doorway.

Written 10 Year Warranty on ALL Parts. Straightforward, workable, generous. Applies to water tank, brine tank and all other parts.

This equipment is available through your distributor or
WATER REFINING COMPANY, INC.

104-2 MANHATTAN STREET • MIDDLETOWN • OHIO


Affiliate: Sovereign Water Conditioners of Canada, Ltd. Toronto • Ontario

BULLDOG LINE
Metal Press Pads

- FLAN-L-TEX METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH INC. RED BANK NEW JERSEY



BEST!

FOR QUICK-SERVICE PLANTS
Key-Tag's Model A-15
FLAG CHECKING SYSTEM



3-WAY CHECK!

- 1 BY COLOR
- 2 BY NUMBER
- 3 MECHANICAL CODE-LOCK MAKES MISTAKES IMPOSSIBLE

- faster handling
- no "human error"
- use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM
 WRITE TODAY FOR FREE FOLDER

KEY-TAG CHECKING SYSTEM CO.
 6505 HOUGH AVE., CLEVELAND 3, OHIO

has been appointed a board member of the Mountaintop Branch of the Miners National Bank.

Happy Stork Diaper Service has been opened at 47 Rapallo Ave., Middletown, Conn., by Michael Misenti and Fred Milardo.

William L. Davis of Gordon-Davis Linen Supply Co., Philadelphia, Pa., has been named to the executive committee as a member-at-large of the 1961 Membership Enrollment of the Philadelphia Fellowship Commission.

Aaron Bonoff, president of General Diaper Service, New York, N. Y., has been named chairman of the Joint Defense Appeal Laundry Division, it was announced by Harry Brandt, JDA's 1961 New York Campaign Chairman. Mr. Bonoff was laundry division chairman for the years 1952 and 1959, co-chairman in 1960, and was the recipient of his industry's JDA award in 1953.

NORTHWEST

Ingram Laundry has been opened in Cambridge, Neb.

Mr. and Mrs. Oscar Ouren have announced the grand opening of their new laundry center in Townsend, Mont., which includes self-service in addition to its regular laundry service.

Snappy Service Laundry, located on Eighth Ave., Forsyth, Mont., is now under the

management of Mrs. Lorraine Workman.

Sox's Laundry has been opened in a new concrete block building in Thompson Falls, Mont., by Mrs. M. Dene Stocking.

Eagle Cap Laundry and Dry Cleaners, Enterprise, Ore., held an open house in its new location in the former Inland Bldg. The firm, operated by Jerry Goodman, has added a coin-operated laundry.

CANADA

John Palivka and Keith Greenway have opened Down Town Laundry in Swift Current, Sask. Mr. Palivka is also co-owner of Modern Dry Cleaners.

Surf Laundry and Cleaners will be established on Terminal Ave., Nanaimo, B. C., it was reported recently.

Royal City Laundry Ltd., New Westminster, B. C., has added a storage vault.

Danny Mah has opened Easy Self Service Laundry in Shaunavon, Sask.

WEST

Southern Service Co., Ltd., operator of Blue Seal Laundry, Dry Cleaning and Linen Supply, recently formally opened its new million-dollar plant on Highway 80 and Fairmount Blvd., San Diego, Calif. The establishment replaces five former operating plants, Munger's Laundry and

Bay City Linen Supply, Electric Laundry, Benbough & Duggan Cleaners and Peerless Laundry.

Fred Benton, operator of Kingsville (Tex.) Laundry and Cleaners for 22 years and recently associated with McCoy Laundry and Cleaners, opened Benton's Laundry and Cleaners in Bishop. Mr. Benton recently purchased Erskine Cleaners and installed modern laundry equipment.

Jim and Dorothy Babcock, owners of Service Laundry, Lodi, Calif., are now in a new location on 712 W. Lodi Ave.

Paradise Laundry & Cleaners, Inc., has been opened at Paradise and Bond Rds., Paradise Valley, Nev.

Lantz Laundry and Dry Cleaners, Denver, Colo., recently received official recognition from the Colorado State Chamber of Commerce for 50 continuous years in business.

Mitchell Laundry & Dry Cleaners, Hilo, Hawaii, whose plant at 841 Punahoa St. was destroyed by a tidal wave last May, has opened a new plant at 41 Shipman St. The establishment is operated by Glenn G. Mitchell. The new plant was recently visited by delegates from the western United States, Canada and Japan who attended the International Drycleaning Convention of the Pacific Area in Honolulu.

University Wash Tub, coin-operated laundry which also offers drycleaning service, has been opened by Frances

Shingler at 948 E. Sixth St., Tucson, Ariz.

Monnie Martin's Laundry, located a mile south of Ratliff City, Okla., has been remodeled and made completely automatic.

White Star Laundry and Cleaners, 500 S. Pruett, Baytown, Tex., owned by Clint Derryberry, has added new shirt finishing equipment.

SOUTH

Paul Hagan held an open house recently at the remodeled and improved facilities of City Laundry and Dry Cleaners, Malvern, Ark.

Crescent Sno White Co., Inc., 543 Second St., Macon, Ga., has added a storage vault.

Whiteville (N. C.) Laundry, E. Walter St., has added a storage vault.

Perfection Laundry is among the tenants to lease space in the \$250,000 addition to the Roebuck Shopping Center, now under construction in Birmingham, Ala.

Sevier's Laundry, 141 Moore St., Bristol, Va., plans to extend its linen rental service and open coin-operated laundry and drycleaning service centers in the near future. Lyman Sevier is manager of the company, which operates branch offices at Taylor and Pennsylvania Ave., in the Edgemont Shopping Center,

in the Giant Super Market No. 6, and at 323 Piedmont St.

Walter S. McCord has announced the sale of his interest in McCord Laundry, Inc., Easton, Md., to William H. Fletcher. Mr. McCord will continue in the executive management of the firm with Mr. Fletcher.

William A. Snow and his son, W. A. Snow, Jr., have sold all of their stock in the seven Snow Laundries and

Dry Cleaning companies, located in Macon, Savannah, Columbus, East Point, Valdosta, Athens and Albany, Ga., as well as stock in Crescent Snow-White Laundry, Inc., in Macon. The purchasers are B. B. Ratliff, Alfred S. Gardiner, George Stelljes, C. C. McCarren, Ed. A. Vaught, W. O. Taylor, Jr., D. L. Bliss, Hugo L. Maddux, Joe Sandefure, C. P. Stuart, P. M. Bray and W. Ralph Clark. All had been associated with Mr. Snow for many years in the operation of these laundries.

OBITUARIES

H. M. HOPKINS, 65, manager of the Louisville, Kentucky branch of Yarbrough Supply Company, Inc., of Nashville, Tennessee, died recently. Mr. Hopkins was associated with Yarbrough for 24 years, and traveled eastern Tennessee, Kentucky and southern Indiana. He made his home in St. Matthews, a suburb of Louisville, and was active in civic affairs in Louisville and Indiana. Surviving is his wife.

DALE LEVIN, president of J. Levin Sons Company, Detroit, Michigan, died on February 21.

RICHARD NASH, of Nash Insurance Service, Inc., Chicago, Illinois, died recently. An insurance advisor for the laundry industry, Mr. Nash constantly indicated a deep concern and interest in its welfare. He was a loyal participant in all of the Chicago Laundry Owners Association activities. Surviving is his wife.

WALDO A. NEAL, New England representative for Carman-Mitchell-Wing Company, Stoneham, Massachusetts, died March 8. Mr. Neal was associated with the firm for many years.

convention CALENDAR

Diaper Service Industry Association

Statler Hilton Hotel, New York, New York, April 16-19

Ohio Laundryowners Association

Deshler Hilton Hotel, Columbus, Ohio, April 20-21

Western Association of Institutional Laundrymen

Association of Western Hospitals

Jack Tar Hotel, San Francisco, California, April 24-27

Chicago Laundry Owners Association

Ambassador East Hotel, Chicago, Illinois, April 27

Linen Supply Association of America

Fontainebleau Hotel, Miami Beach, Florida, April 30-May 4

National Association of Institutional Laundry Managers

Deauville Hotel, Miami Beach, Florida, May 3-7

Oregon State Laundry Owners' Association

Gearhart Hotel, Gearhart, Oregon, May 11-13

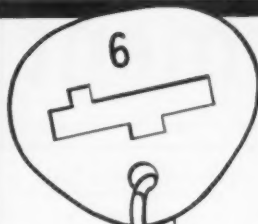
California Laundry & Linen Supply Association

Del Monte Lodge, Pebble Beach, California, May 14-18

Pacific Northwest Laundry, Cleaning and Linen Supply Association

Hotel Georgia, Vancouver, British Columbia, Canada, May 18-20

BAR-KEY



**FITS
YOUR
PRESENT
SYSTEM**



* Completely interchangeable

* PRICED LOWER!

* Rapid service on
replacement orders

* Complete systems available

* Superior Quality proven by
more than five years experience!

BAR-KEY Division

P. O. BOX 155 • BATTLE CREEK, MICHIGAN

West Virginia Launderers & Dry Cleaners Association

Charleston, West Virginia, May 19-20

Illinois Laundry Association Iowa Institute of Laundering

Wagon Wheel Lodge, Rockton, Illinois, May 19-21

North Dakota Drycleaners & Laundry Association

Great Northern Hotel, Devils Lake, North Dakota, May 19-21

Idaho Launderers & Cleaners Association

Shore Lodge Hotel, McCall, Idaho, May 25-27

Southern Laundry & Cleaners Association

Gulf Hills Dude Ranch & Country Club, Ocean Springs, Mississippi, June 8-11

Southeastern Linen Supply Association

Grand Hotel, Point Clear, Alabama, June 11-14

New Hampshire Laundry & Cleaners Association

Lake Tarleton Club, Pike, New Hampshire, June 16-18

North Carolina Association of Launderers and Cleaners, Inc.

Jack Tar Durham Hotel, Durham, North Carolina, June 21-22

Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming

Glacier Park Lodge, East Glacier, Montana, June 22-24

Florida Institute of Laundering and Cleaning

Jack Tar Fort Harrison Hotel, Clearwater, Florida, June 23-25

Midwest Cleaners and Launderers Association

Municipal Auditorium, Hotel Topeka, Topeka, Kansas, June 23-25

classified department

Mail your box number replies to **THE LAUNDRY JOURNAL**, 466 Lexington Ave., New York 17, N. Y.

LAUNDRIES AND CLEANING PLANTS FOR SALE

For sale: Small domestic and commercial laundry. Linen and diaper supply. Three trucks—modern machinery. Steadily growing volume, ample real estate. **ADDRESS:** Box 2518, **THE LAUNDRY JOURNAL**. -2

LAUNDRY, DRYCLEANING, RUG CLEANING PLANT. ANNUAL VOLUME \$325,000. MODERN, WELL ESTABLISHED BUSINESS. GREAT POTENTIAL IN THE FOURTH LARGEST CITY IN VIRGINIA. LITTLE COMPETITION. SELLING TO SETTLE ESTATE. ADDRESS: Box 2527, **THE LAUNDRY JOURNAL**. -2

For Sale: completely equipped family laundry located in heart of New York City. Excellent transportation facilities. \$15,000 cash required. Bernard Koenigsberg, 103 E. 125th Street, New York 35, New York. 2525-2

HELP WANTED

LAUNDRY PRODUCTION MANAGER: substantial family laundry, New York metropolitan area employing over 250 has opening for qualified man to take charge of production department. Applicant should have considerable experience in family laundry and linen supply, plus a proven record of ability to handle personnel and rental costs. Salary commensurate with background. **ADDRESS:** Box 2524, **THE LAUNDRY JOURNAL**. -7

Manager thoroughly experienced in all phases of rental industrial garment business, including selling and operations—excellent opportunity for proper person. Pacific Coast location. Write giving complete summary of experience. **ADDRESS:** Box 2526, **THE LAUNDRY JOURNAL**. -7

SITUATION WANTED

Management position wanted in medium or large plant in California. Experienced in linen, laundry and commercial flat. Married, A.I. graduate. **ADDRESS:** Box 2520, **THE LAUNDRY JOURNAL**. -5

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHN LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

GENUINE PARTS now available for the Smith-Drum IRONERS, WASHERS AND TUMBLERS. SMITH-DRUM LAUNDRY PARTS AND MACHINERY COMPANY HAS BEEN PURCHASED BY S. SPITZER LAUNDRY MACHINERY SALES AND SERVICE COMPANY, 54-06 CHURCH AVENUE, BROOKLYN 3, NEW YORK. 2503-37

CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel.: Eldorado 5-1353. 1612-25

MACHINERY WANTED

ALL TYPES OF LAUNDRY EQUIPMENT WANTED. ADDRESS: Box 2384, **THE LAUNDRY JOURNAL**. -3

Want to buy a used 8 or 6" roll ironer. Joe Hinkle, Phone 304, American Laundry, Lander, Wyoming. 2507-5

15¢ a word for the first insertion and 12¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 20¢ a word, first insertion, 15¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.50 (new or repeat).

Help Wanted and Situations Wanted ads 10¢ a word for first insertion, 8¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.50 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment must accompany all orders. Add cost of 3 words if answers are to come to a box number to be forwarded by us. Rates are net, not commissionable.

BUSINESS OPPORTUNITIES

Open an "unattended" coin-operated reducing salon. Complete seven-unit package only \$2,975 direct from manufacturer. Request details. Write: Trimian Manufacturing, 4612 Irvington, Houston, Texas. 2352-11

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. **LaFRANCE DYE HOUSE**, 7606 Carnegie Ave., Cleveland 3, Ohio. "Member of the S. L. R. A." 2239-13

MISCELLANEOUS MERCHANDISE FOR SALE

STOP CASH TRUCK AND DAYLIGHT STORE ROBBERIES by using our specially designed route and store **STRONGBOX**; can be bolted, chained, welded and alarmed. Write for details—**D. B. Manufacturing Co.**, Dept L. J., 1601 Poplar St., Anderson, Indiana. 2485-45

LAUNDRY LISTS—4 1/4 x 11"—\$1.50 per 1,000 in 25,000 lots. White 16 lb. bond. Park Printing, Pittsburgh 33, Pa. 2484-45

NYLON LAUNDRY NETS 24"x36" ONLY \$13.50 PER DOZEN. HANKY NETS \$3.95 PER DOZEN, 18"x30" NETS \$8.95 PER DOZEN. WRITE L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 60, N. Y. 2241-45

REWEAVING

Big Extra Profits in Invisible Reweaving: Do it yourself—in your own shop, giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts disappear from all clothing and fabrics. Famous original Fabicon professional method pays up to \$10.00 in an hour. All profits! Write for free details. **Fabicon**, Dept. J 6238 Broadway, Chicago 40, Illinois. 2474-29

MACHINERY FOR SALE

USED EQUIPMENT: 42 x 54" -84" -96" American unloading washers, 42 x 84" Troy, American and Ellis two-pocket washers; 200 lb. Prosperity open-end washers; 100 lb. Glover washer-extractor; 25 lb. Prosperity open-end washer. **CHICAGO USED AND NEW LAUNDRY EQUIPMENT CO.**, 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE-87764. 2516-4

AMERICAN all-Monel 48" open-top extractor—like new. **TALLEY LAUNDRY MACHINERY COMPANY**, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2513-4

42 x 84" MONEL METAL WASHERS; 36 x 34" MONEL WASHERS; 25 LB. OPEN END WASHER; 17"-30" EXTRACTORS; ALL SIZE HEUBSCH DRYERS GAS-STEAM, AJAX CABINET SLEEVE, FORSE SLEEVE, HEUBSCH HANKY IRONER, PROSPERITY YOKE PRESS, LEEF PANTS FORM, AMERICAN SLIT COLLAR CUFF PRESS, PROSPERITY TRIPLE HEAD PRESS, AMERICAN TRIPLE HEAD WITH YOKE PRESS FOR BLOUSES, CISELL SOCK FORM; UPRIGHT FANS; SCALES; MOTORS. BIEL'S MACHINERY CO., 25-27 W. 23 ST., BAYONNE, N. J. HEMLOCK 7-3033 2521-4

2 roll 100" flatwork IRONERS \$1500 each, 2 Prosperity flush button 2 girl shirt units \$1500 per unit, 5 H.P. air compressor. MUST SELL IMMEDIATELY! ADDRESS: Box 2522, **THE LAUNDRY JOURNAL** -4

36 x 54" MONEL metal WASHERS; 50 lb. Milnor semi-automatic OPEN END WASHERS, REASONABLY PRICED. Act immediately. ADDRESS 2523, **THE LAUNDRY JOURNAL**. -4

MACHINERY FOR SALE (Cont'd)

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N.Y. 6766-4

8-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N.Y. 6799-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N.Y. 9706-4

FOLLOWING MACHINES IN OPERATION IN WASHINGTON, D. C. AREA AVAILABLE ABOUT FEBRUARY 15: 2-42 x 96" AMERICAN CHAMPION CASCADE WASHERS, STAINLESS-STEEL GUARDS AND PROSPERITY 100 CONTROLS; 2-42 x 84" AMERICAN NORWOOD CASCADE WASHERS WITH PROSPERITY 100 CONTROLS; 2-50" ELLIS UNLOADING EXTRACTORS WITH 5 SETS OF CONTAINERS, MONORAIL AND HOIST; 20-36 x 30" 4-COIL TUMBLERS WITH DUAL MOTORS. MACHINES IN GOOD MECHANICAL CONDITION. CUMMINGS-LANDAU, 305 Ten Eyck, Brooklyn 6, N.Y. 2466-4

AMERICAN MASTER CASCADE 44 x 84" 4-COMPARTMENT 4-DOOR PULLMAN SLIDE-OUT TYPE MONEL WASHERS, EQUIPPED WITH NEW C/L PATENTED HINGED WEDGE LOCK DOORS. CUMMINGS-LANDAU, 305 Ten Eyck, Brooklyn 6, N.Y. 2468-4

CABINET SLEEVES, PROSPERITY AND AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N.Y. 2112-4

PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL E2D AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 2178-4

WAREHOUSE SALE: 30 x 48", 42 x 42", 42 x 84" and 50 & 100-pound open-end washers in good condition. Cheap. 28", 30", 48" and 2-50" unloading extractors with extra containers and large monorail; XCO-5, 42" Pantex air; 51" Ajax air-operated drycleaning presses. F. L. Schadt, 111 Helen St., Syracuse, New York. 2514-4

HOFFMAN, PROSPERITY and AJAX air-driven utility drycleaning presses. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2396-4

4 NEW HUEBSCH 54" REVERSING SELF-UNLOADING TYPE STEAM-HEATED TUMBLERS. CAN BE USED FOR EITHER CONDITIONING OR DRYING APPROXIMATELY 500 POUNDS PER HOUR. AT FRACTION OF ORIGINAL COST. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N.Y. 2501-4

AMERICAN ironer, 2-roll, 100", rebuilt, A-1 condition. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2394-4

METAL WASHERS all sizes thoroughly rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2393-4

5-TROY 48" open-top extractors at a bargain price. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2395-4

PROSPERITY 7A drycleaning unit with Synth-O-Saver. TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina. Phone: BRoadway 4-1594. 2391-4

USED EQUIPMENT: 6- and 8-roll 120" American flatwork ironers, 2-roll 120" American return-type ironer, 110" Chicago Dryer gas ironer. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE 8-7744. 2515-4

20", 26", 28" and 30" EXTRA-DEEP AMERICAN, FLETCHER, FELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N.Y. 2222-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 598-4

MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 600-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N.Y. 9943-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 647-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N.Y. 6983-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS AND CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N.Y. 6910-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 9942-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N.Y. 1537-4

AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N.Y. 1726-4

AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N.Y. 1729-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET; 42 x 72" 2-POCKET. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N.Y. 1730-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N.Y. 9368-4

6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES; 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N.Y. 1733-4

ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 050M. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N.Y. 1900-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1803-4

16 x 100" AMERICAN 41216 RETURN-FEED FLATWORK IRONERS. MOTOR-DRIVEN. PROSPERITY POWER CIRCLE AND AMERICAN SUPER ZARMO 51" TAPERED PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N.Y. 2109-4

40" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRACTORS. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N.Y. 2110-4

5 NATIONAL FANTOM FAST MARKING MACHINES AND 5 LISTING MACHINES. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N.Y. 2116-4

54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERTITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N.Y. 2111-4

MACHINERY FOR SALE (Cont'd)

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

USED EQUIPMENT: 2—42 x 84" Super unloading washers, 2—50" Ellis No Trux unloading extractors, 1—American 8-roll 120" ironer with spring pad and vacuum, 1—100 lb. Glover washer-extractor combination. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 WEST LAKE ST., CHICAGO 12, ILLINOIS, NE 8-7764.** 2517-4

One—**SUPER** 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. **SUPER LAUNDRY MACHINERY COMPANY, 1113 West Cornelia Avenue, Chicago 13, Illinois.** 2137-4

STAINLESS STEEL CONTAINERS FOR 50", 54" & 40" UNLOADING EXTRACTORS IN VERY GOOD CONDITION AND READY FOR IMMEDIATE DELIVERY. THESE CONTAINERS AVAILABLE BECAUSE EXTRACTORS CONVERTED TO C/L SLING RING OPERATION. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2365-4

120" AMERICAN 2-LANE TYPE 102 FOLDERS. REBUILT EQUAL TO NEW IN EVERY RESPECT. IMMEDIATE DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2371-4

UNIPRESS BAS CABINET SHIRT BOSOM PRESS. REBUILT EQUAL TO NEW. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2372-4

42 x 84 and 42 x 96 **AMERICAN** and **HOFFMAN** rebuilt washers, stainless-steel, excellent shape. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2397-4

PROSPERITY 51" & 54" wearing apparel presses, Power Circle and air-driven, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2398-4

36 x 30 **HUEBSCH** gas-fired tumblers, like new. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2399-4

HOFFMAN X Model presses, factory rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2400-4

AMERICAN cabinet sleeve with measuring device, late model. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2402-4

6-roll, 120" **AMERICAN** and **TROY** rebuilt ironers. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2404-4

REBUILT TROY SMALL-PIECE FOLDER SERIAL ZF 13314, MARTIN 25-0 DRYCLEANING MACHINE, AJAX DFB CABINET BODY PRESS. P. O. BOX 5958, BETHESDA, MARYLAND. 2519-4

UNIPRESS two-girl shirt unit, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2392-4

54" **NO-TRUX** extractors with 2 sets of containers, like new. **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina.** 2490-4

50" **NO-TRUX** extractors with 2 sets of containers, like new. **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina.** 2491-4

1-**UNI-MAC** washer—like new. **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina.** 2492-4

1-50# **COOK** semi-automatic open-end washer. **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, North Carolina.** 2493-4

AMERICAN 2 ROLL 100" RETURN FEED IRONER. IN FIRST CLASS OPERATING CONDITION. WHITE SWAN LAUNDRY, MOBILE, ALA. 2504-4

SAGER MODEL "A" SPREADER, IN FIRST CLASS CONDITION WITH EXCEPTION OF THE RIBBONS. CUMMINGS-LANDAU, 305 Ten Eyck, Brooklyn 6, N. Y. 2505-4

42 x 84 **AMERICAN** unloading washer, automatic controls. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2510-4

1—**WESTERN** 700 gas-fired water heater—like new, new machine guaranteed. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2511-4

PROSPERITY 200# automatic open-end washers. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2403-4

PROSPERITY 8-roll, 132" ironer—excellent condition. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2404-4

PROSPERITY 2-girl shirt unit, Power Circle, rebuilt and guaranteed. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2405-4

8-roll, 120" **AMERICAN SYLON** streamlined ironer, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2407-4

42 x 84 **TROY** streamlined washer. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2408-4

UNIPRESS wearing apparel presses—51" and mushroom presses. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2410-4

44 x 84 fully automatic **ROBOT** washers like new—with supply injection. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2411-4

TROY and **AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6618-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

44 x 120 **AMERICAN** metal washer with automatic control—factory rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2478-4

30 x 48 **TROY** streamlined metal washer rebuilt—like new. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2479-4

25# Milnor semi-automatic washer with Miltrol—Bargain. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2480-4

8-roll 120" flatwork **IRONER**, 42 x 84" **MONEL** washer, 50 lb. Milnor **OPEN-END** washer, 48" open-top **EXTRACTORS**. Other items too numerous to mention. **MUST SELL—Act immediately! ADDRESS: Box 2497, THE LAUNDRY JOURNAL.** -4

WILLIAMS LAUNDRY MACHINERY CO.—all sizes and types of new and used laundry and drycleaning equipment, **WASHERS, EXTRACTORS, TUMBLERS, FLATWORK IRONERS**, etc. Items available too numerous to mention. Also jobbers for Cook, Milnor, Super, Huebsch, etc. Can satisfy all machinery needs at **BARGAIN PRICES**. We are in a position to furnish parts for all makes and models of equipment available. For further information **CALL Stillwell 6-6666** or write **WILLIAMS LAUNDRY MACHINERY CO., 37-37 9th Street, Long Island City 1, New York.** 2498-4

PROSPERITY 8-ROLL x 132" IRONER—excellent shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2037-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2058-4

30" **HUEBSCH HANDKERCHIEF IRONERS** with fluffers, like new. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2059-4

36 x 30 **HUEBSCH GAS-FIRED TUMBLERS**, like new. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2064-4

8-roll, 120" **TROY** streamlined ironer, rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY, 1156 Battleground Avenue, Greensboro, North Carolina.** Phone: BRoadway 4-1594. 2509-4

Six-roll 120" **AMERICAN** and **TROY** rebuilt ironers. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2563-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. **TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C.** 2065-4

36 x 30 **HUEBSCH GAS-FIRED TUMBLERS**, like new. **Talley Laundry Machinery Co., Greensboro, N. C.** 1279-4

advertisers IN THIS ISSUE

A		I	
Ajax Presses	3	Laundry Journal, The	54
American Air Compressor Corp.	66	M	
American Laundry Machinery Industries	12-13	Meese, Inc.	52
Anderson Collar Support Co. .	62	Mount Vernon Mills, Inc.	49
B		N	
Braun Inc., G. A.	63	Norge Sales Corp. ...	7, 8-9, 44-45
Bunn Co., B. H.	55	O	
C		Olin Mathieson Chemical Corp.	57
Chemstrand Corp., The	67	P	
Chevrolet Division of General Motors	10-11	Pennsalt Chemicals Corp.	2nd Cover, 48
Chicago Dryer Co.	51	Pocock, M. A.	15
Cissell Manufacturing Co., Inc., W. M.	65	Procter & Gamble	39
Colgate-Palmolive Co.	58	R	
Cook Machinery Co., Inc.	53	Revolite Division of Raybestos-Manhattan, Inc.	47
Cowles Chemical Co.	4th Cover	S	
Cummings-Landau Laundry Machinery Co., Inc.	1	Smith Inc., X. S.	74
D		Stadham Co., Inc.	62
Darnell Corp., Ltd.	70	T	
Diamond Alkali Co.	43	Time Savers, Inc.	35
E		Tingue, Brown & Co.	64
Ellis Drier Co., The	3rd Cover	U	
F		UniMac Company	56
Ford Motor Co.	18-19	W	
G		Water Refining Co., Inc.	73
Gibraltar Fabrics, Inc.	5	Whitehouse Nylon Products ..	37
H		Wilson Chemical Co., A. L. ...	17
Hoyt Manufacturing Corp.	59	Wyandotte Chemicals Corp., J. B. Ford Div.	2
Huebsch Originators	40-41	Z	
Hungerford & Terry, Inc.	71	Zeidler Manufacturing Co., Inc.	72
K			
Keever-Beach Products, Keever Starch Co., The	61		
Key-Tag Checking System Co. .	74		
Keyes-Davis Co., The	75		
Kohnstamm & Co., Inc., H. ...	69		

MR. MANUFACTURER:

Outlined below are but a few of the valuable, informative, how-to-do-it articles appearing in this current issue.

This is the kind of authoritative, editorial leadership The LAUNDRY JOURNAL provides progressive, big volume buying laundry management with, each month throughout the year.

● ENGINEERING— Evaporative Cooling Systems for Laundries

● MANAGEMENT— Read to See What This Plant Owner Says About Necessity for Replacing Equipment Regularly

● PRODUCTION— Thinking Big Pays Off

● COIN-OP DRY- CLEANING—As Viewed by Plant Owners

Just as important to these same executives is the latest information on equipment and supplies that only *you* can provide in the advertising pages of the magazine that ranks #1 in reader preference . . . THE LAUNDRY JOURNAL.

THE LAUNDRY JOURNAL

466 Lexington Ave.
New York 17, N. Y.
ORegon 9-4000

... IN THE wash

Likes \$25,000 Idea

To the Editor:

Once each month we send out a mailing to a list of seven thousand. It includes jobbers and their salesmen, also laundries and drycleaning plants.

The mailing usually consists of a reprint of our monthly advertisement and often a letter from me or Colonel Cottonblossom.

With your permission I would like to send a letter in April commenting on your editorial "A \$25,000 Idea."

WILLIAM D. ELLIS, President
Southern Mills, Inc.
Atlanta, Ga.

Fast-Moving Industry

To the Editor:

When recently we were making out our list of laundry suppliers and having several of our letters returned, we found that we had taken our list from a 1958 issue of your magazine. Naturally, some of the addresses had changed and companies moved within that period of three years.

It would be appreciated if you would immediately send us your latest JOURNAL.

BARBARA MEYER
Functional Products Div.
Playtime Products, Inc.
Warsaw, Ind.

We're With You

To the Editor:

We were well pleased to see your coverage of the Chicago exhibit in your February issue of THE LAUNDRY JOURNAL. The coverage is excellent and the two-page spread is quite well done.

We also noticed the article in regard to our Routeman Award Contest. The picture is a graphic illustration of the type of men who were the winners in our program. We expect to continue this program year after year and attempt to make it better as we progress.

We would appreciate receiving 350 reprints of the public relations article on pages 34 and 35. We will supply this article to our Chicago members

Let's Hear from You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems.

Address letters to:
The Editor

The Laundry Journal
466 Lexington Avenue
New York 17, N. Y.

and the laundries in the states of Illinois and Iowa. Our purpose in sending it to our downstate members is because we are planning to use the same type of exhibit at the Illinois State Fair in August.

More and more associations throughout the United States will be using this type of public relations exhibit.

RALPH PETTIBONE
Executive Secretary
Chicago Laundry Owners Association
Chicago, Ill.

Hawaii Calls

To the Editor:

We are desirous of forming a laundry and linen supply service on this Island catering to the hotel trade and would appreciate your assistance. Could you please furnish us with the names and addresses of such firms wherein we could purchase such linen for our company?

We have enjoyed reading your magazine and would like to subscribe to same as soon as we become operational.

JOHN ILALAOLE JR.
Lihue, Hawaii

Color Code Patches

To the Editor:

In the February issue of Starch—(pardon me) THE LAUNDRY JOURNAL under "Bellew Prints" you had an item on color code patches as used in our operation. Would you please send me some tear sheets of this page.

I will appreciate it very much as we wish to use them at the Western

Hospitals Association (Laundry Division) convention in San Francisco soon.

ROY F. MERCER
Sante Fe Coast Lines Hospital Assn.
Los Angeles, Calif.

Sure thing.—EDITOR

Civil Defense Support

To the Editor:

Just as a matter of curiosity, how many laundries do you know of that are involved in local Civil Defense programs?

FRANK MARZ
Bridgeport, Conn.

There must be a few. But the only one we actually have any record on is Pilgrim Laundry of Brooklyn, New York.—EDITOR

Far-Reaching Reactions

To the Editor:

Would you kindly send me a copy of the LAUNDRY JOURNAL. I am studying the possibility of expanding and modernizing a plant in Buenos Aires, Argentina, and I think that this particular magazine will give me the information which I seek.

CELSO RODRIGUEZ
Buffalo, N. Y.

In-Plant Service

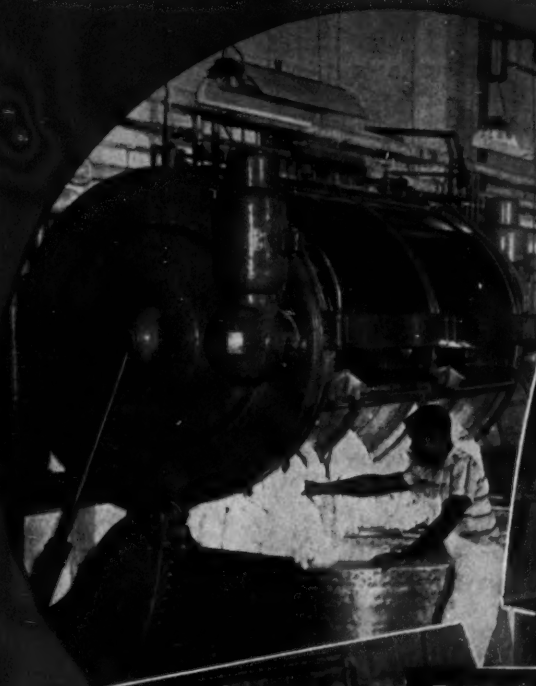
To the Editor:

How many beds should a small hospital have before considering the establishment of its own laundry facilities?

THOMAS DUFFY
New York, New York

It is estimated that a third of the 7,000 hospitals in this country use commercial laundry service. And that these are generally hospitals having 75 or less beds. There are many factors to be considered, however, and while there are larger hospitals using commercial service we have also heard of one institution with only 15 beds that found it profitable to run its own laundry.—EDITOR

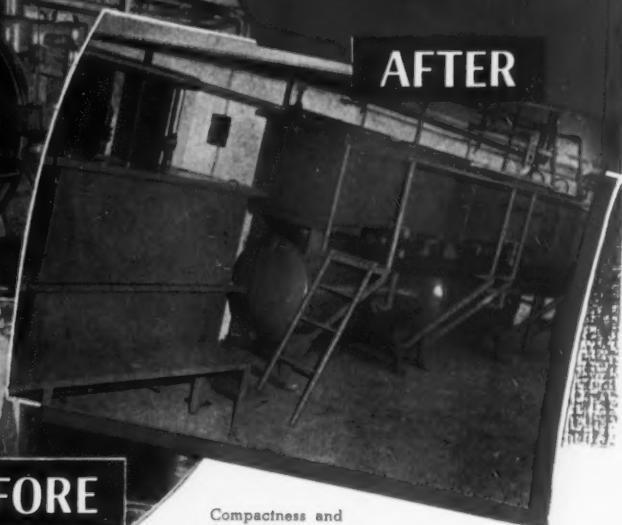
How the **ELLIS** Central Supply System *boosts plant efficiency*



BEFORE

Wasteful conditions
mean higher costs

**Ellis engineers design and
build a modern line of wash-
room equipment for large
and small plants**



AFTER

Compactness and
cleanliness with
the Ellis System

Here are some **before** and **after** pictures that show the big change in plant "housekeeping" when Clean Linen Service of Gulfport modernized their washing operations with Ellis equipment.

Two big Ellis Washers (54 x 108 Open-Pocket Unloading Type), were installed complete with full automatic controls including the Ellis Central Supply System.

Instead of the messy back-room storage, all the washing supplies are now delivered from sanitary tanks direct to the individual washers, automatically metered and timed to the required formula.

No more wasted supplies nor costly cleanup time—washers are serviced accurately and faster—loaded and unloaded in record time—lower operating and maintenance costs—greater capacity in minimum space—work always uniform—and a big saving in man-hours.

These are real proven economies that show up on your profit sheet.

The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Krieh, Pacific Coast Factory Representative of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Cal.

REPAIR PARTS—

Complete line of repair parts for all models
manufactured by Central Laundry Machinery Company

to ensure success from

START TO FINISH

a *Cowles* product for every washing operation

sours
NEUBRITE
FeSOLV
NEUSOL
NEULIN

starches

PERFECT FINISH
INSTANT FINISH
FLEXI-FINISH
LINEN FINISH

*soap
builders*
ESCOLITE[®]
ESCOLLOID[®]
ESCOLIN[®]
ESCOL 77[®]

*complete
detergents*
DRISUDZ[®]
SUPER DESOIL[®]
SOL-ESCO[®]

*soap
regenerator*
ESCOFOS[®]

*synthetic
detergents*

COLESCO[®]
Sted[®]
LAUNTEX[®]

bleach
DRY CHLORESCO[®]

*detergent
silicates*
DRYMET[®]
DRYSEQ[®]
DRYORTH[®]
CRYSTAMET[®]

Successful laundry operators depend on consistent quality to build and maintain customer confidence. Cowles helps you achieve this with "matched detergency," a full line of compatible washroom products specially formulated to work well together. Continuing research and development, with competent field service by your Cowles Technical Man, brings matched detergency to bear on your toughest laundering problems.

You get thorough washing with Cowles detergents that meet your specific conditions of use; you get efficient neutralization with any of our special-purpose sours; and you get superior finishing with our complete line of high quality starches. And don't forget — all Cowles products can be ordered in combination to give you the benefit of quantity price.

Call your Cowles dealer today . . . place your order for a complete line of quality controlling laundry supplies for new success from START TO FINISH!

blue
ESCOMO BLUE[®]
(R, NE & A)

*REGISTERED

Cowles

CHEMICAL COMPANY

7016 Euclid Ave. • Cleveland 3, Ohio

